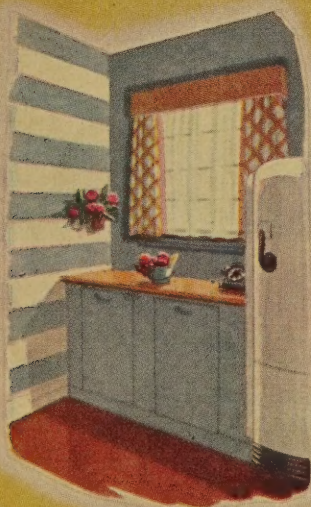
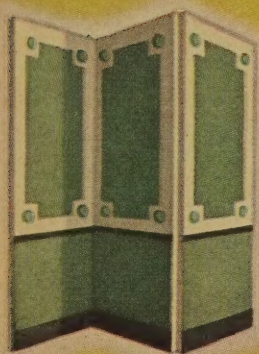


THE

# HOME

15  
CENTS

DECORATOR





The Miracle Finish *for kitchens, bathrooms and all woodwork!*



## **KEM-GLO** *looks and washes like Baked Enamel!*

From the makers of sensational Kem-Tone comes KEM-GLO! Absolutely the most beautiful, easiest-to-clean lustre wall finish made! It actually *looks and washes like baked enamel!* For the first time, you can

give kitchen and bathroom walls, woodwork and furniture in every room, a finish that's smooth as plastic, cleanable as chinaware, beautiful as polished ivory. Try KEM-GLO, paint triumph of the century!



**READY TO  
APPLY!**



**REQUIRES NO  
UNDERCOATER!**

**EASY TO  
APPLY!**



**DRIES IN  
3 to 4 HOURS!**



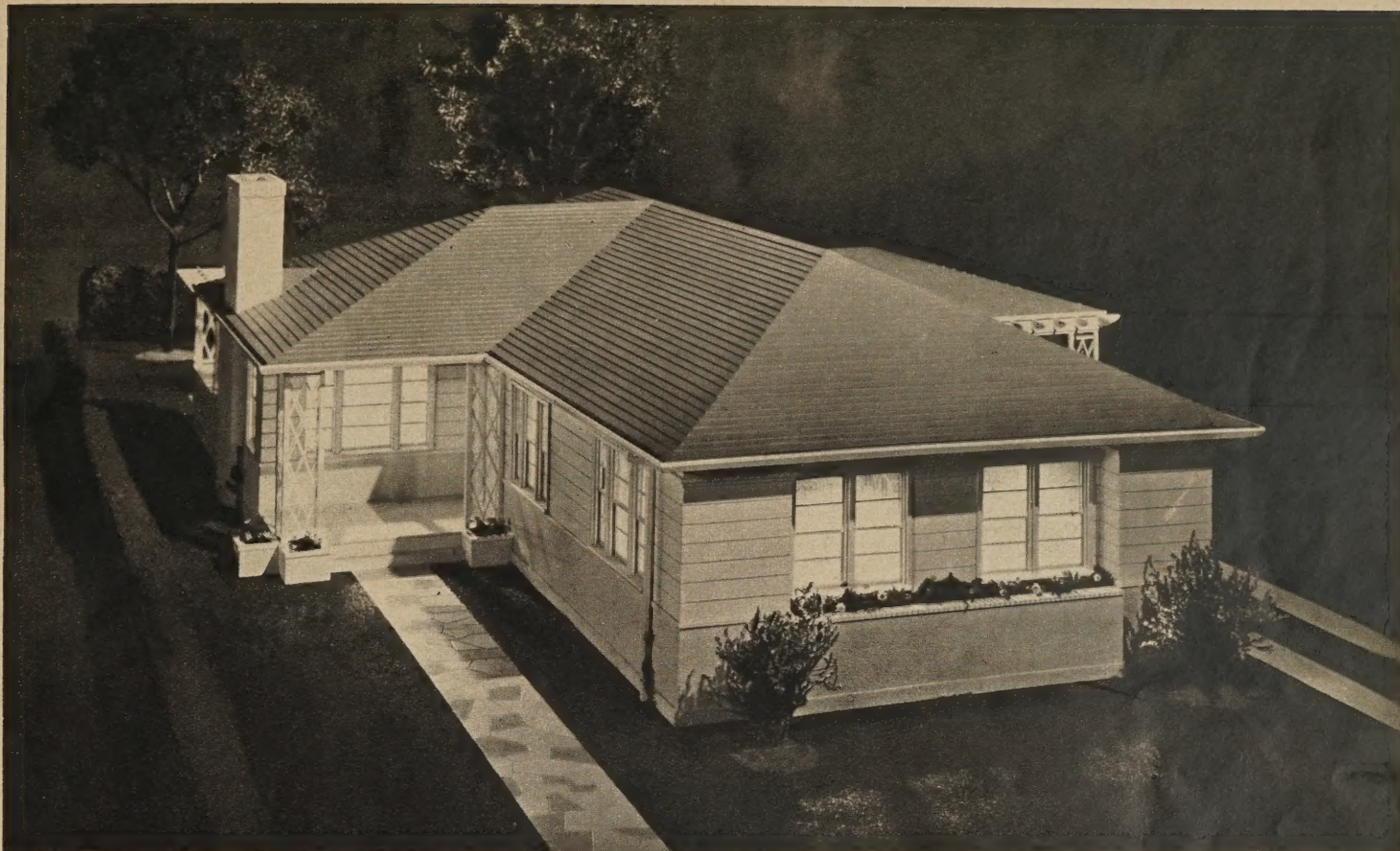
**COVERS IN  
ONE COAT!**



**WASHABLE!  
SCRUBABLE!**







Smooth, quick-drying Sherwin-Williams SWP House Paint was used on this modified Cape Cod house; S-W Shingle Stain Dark Green, on roof.

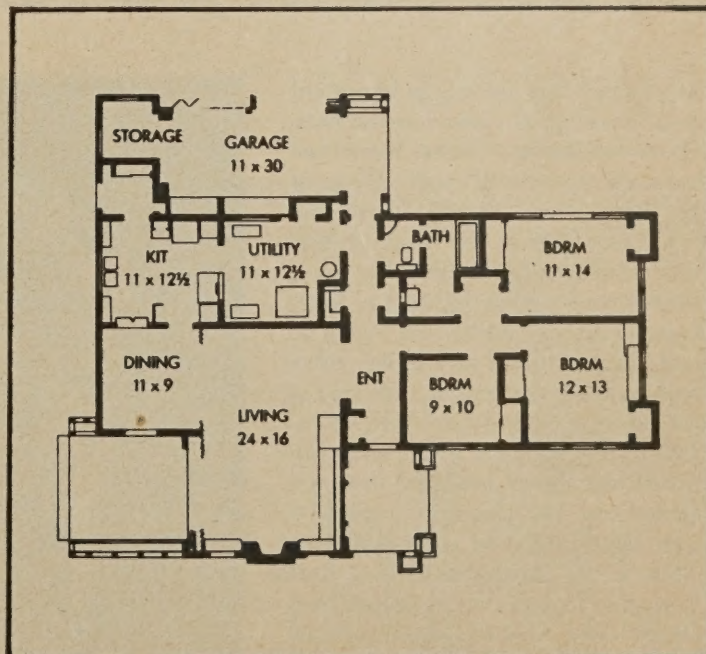
## THE STORY OF A HOUSE

SHERWIN-WILLIAMS in cooperation with *Better Homes and Gardens* color-styled this new home

**T**HE Sherwin-Williams Company in cooperation with *Better Homes and Gardens* magazine color-styled and painted this five-room modified Cape Cod house which was designed by Atlee B. and Robert M. Ayres of San Antonio, Texas. Everything needed for a family of four is on the one floor of this Five-Star home. The plans include a master bedroom, a boy's bedroom, a girl's bedroom, a bathroom with powder room, living room and dining alcove, a modern kitchen and a utility room. In planning for the best outside and inside paint colors, Sherwin-Williams SWP House Paint White and S-W Shingle Stain Dark Green were specified for the exterior. The interior walls and woodwork were finished with Kem-Tone, Kem-Glo and Enameloid.

The exterior of this Cape Cod house was finished in traditional white paint to provide an appearance of high quality and taste. Today, white paint on homes is not an extravagance. Better grades of house paint now are self-washing and stand up exceptionally well. In fact, Sherwin-Williams SWP House Paint, specified for this home is said to give an extra year of beauty over prewar good grades of paint as a result of new formulation.

The interior of this house was decorated in contemporary design and color-styled from room to room. The decorators, in



This one-floor home takes care of the needs of a family of four.



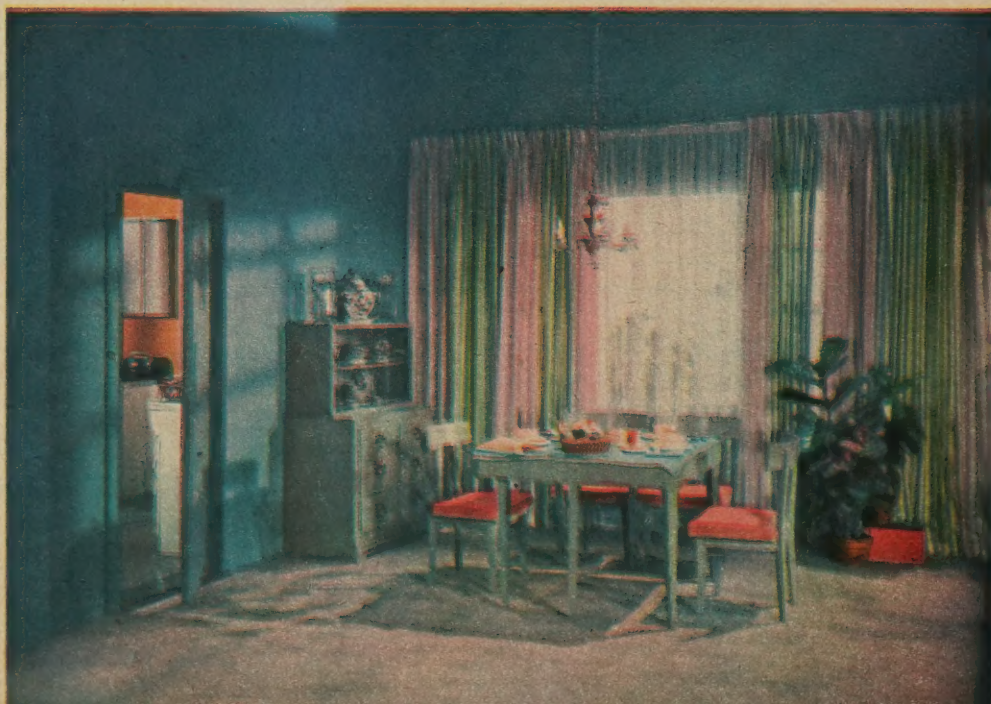


For this charming living room, Kem-Tone in Willowick Blue was chosen from the Kem-Tone color chart, as a pleasing color for the walls. Matching Lakeland Blue Kem-Glo with its beautiful lustre finish was used on the woodwork. Kem-Glo can be washed repeatedly with soap and water.

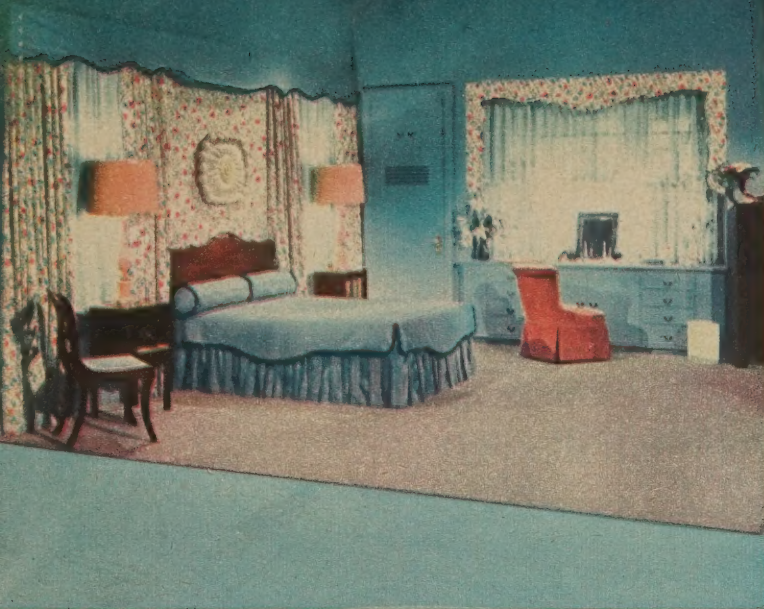
The dining alcove, which is really an extension of the living room, was painted in the same smartly styled Kem-Tone color as the rest of the room. The durable flat matte finish of Kem-Tone, in its infinite variety of colors, covers the walls smoothly and easily and the results are a joy to behold.

fact, believe that color is as important in the making of a home as the heating or ventilating systems. Kem-Tone was used on the walls and ceilings of the living room, dining alcove and bedrooms because for these rooms its wonderful matte finish is the finest there is for superior decoration. Kem-Tone colors are toned and styled to harmonize with the prevailing colors used in home decorations. Because of this, there is little difficulty in selecting a color that will blend with any furnishings. Many beautiful tints and shades can be produced, especially since the addition of eight new deep colors to the popular Kem-Tone line. The new colors called Kem-Tone Vogue Deep Colors (See chart on pages 22-23) are designed to be used

(Continued on page 42)



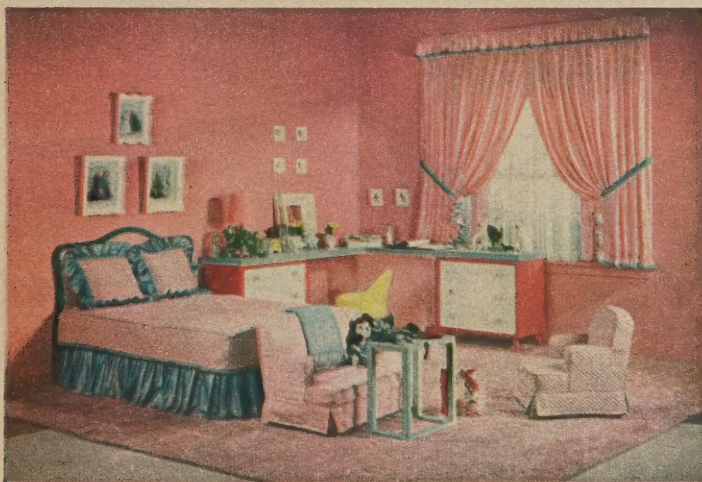




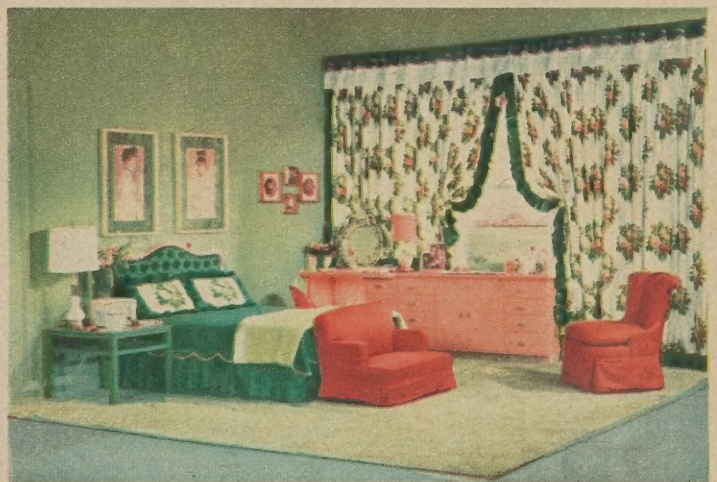
In almost any room there are four main elements to consider, in planning color . . . walls, woodwork, floor covering and draperies. Color used on walls is usually the dominate tone since it covers the largest area. Willowick Blue Kem-Tone for walls; Lakeland Blue Kem-Glo for woodwork.



The bedroom designed for an energetic seven-year old boy combines attractiveness with utility. The walls and woodwork were painted with Midland Green Kem-Tone, contrasted by the Enameloid Sunny Yellow used on furniture. Enameloid, which dries to a full high gloss, is very durable.

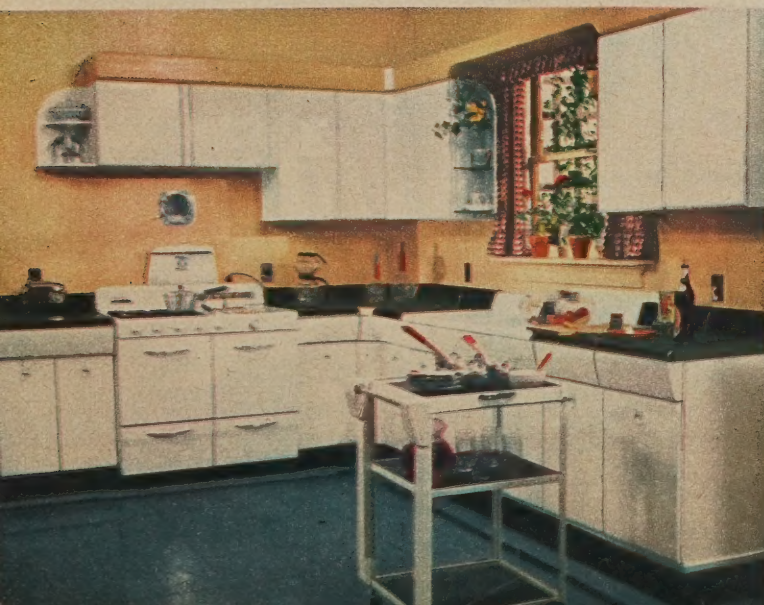


Any eleven-year old girl would love this room with Heather Rose Kem-Tone as the predominating color. Gentle accents of pale blue were achieved by using Kem-Glo on the woodwork. The room is feminine and youthful.



The same room, five years later, redecorated for a sixteen-year old. Now the predominating color is more sophisticated and the accent colors are in bright contrast. It is easy to achieve entirely new effects with Kem-Tone.

The basic color of the decorative scheme in this kitchen is a cheerful coating of Sunbury Kem-Glo on the walls. Kem-Glo is grease and stain resistant, and highly scrubbable for it looks and washes like baked enamel. Only one gallon of this new, sensational paint is needed to do a kitchen.



The utility room is a place for work and it must be an efficient spot as well — including a wall coat of bright, clean, sanitary Georgian Cream Kem-Glo — which is so durable and dirt-resistant. The shelf and stool were painted in Enameloid Sunny Yellow as an accent note against the Kem-Glo.







# IDEAS

... old Pennsylvania farms are the newest leaders in decoration

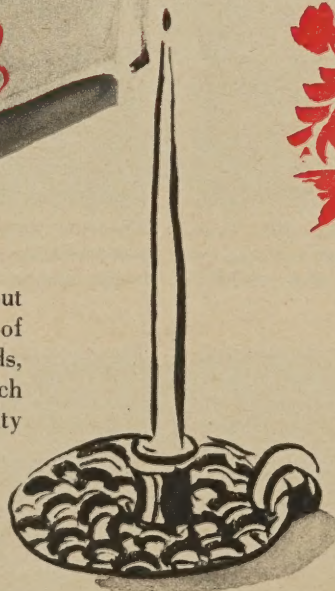
The Pennsylvania Dutch Art for home decoration thrived in the counties from Bucks to York in the years between 1750 and 1850. Today, a few native craftsmen plus many prominent decorators are reviving the old designs and motifs.



The Pennsylvania Dutch used strong color without restraint or repression in the lavish decorating of their homes. You can duplicate their flaming reds, intense blues, brilliant yellows, vivid greens and rich browns with S-W Enameloid colors. The simplicity of their designs makes them easy to copy.



Anyone can decorate furniture and small articles to make them more colorful and pleasing. Remember that your copies do not have to be perfect. The majority of Pennsylvania Dutch designers were housewives



The Pennsylvania Dutch Art was a simplification of European designs. They were adapted to the native materials of Pennsylvania so that they had their own character even if associated with Old World.



By adapting their bright colors and quaint designs, it is possible to brighten up walls, furniture, pottery and even fabrics with quick-drying, easy-to-use Enameloid.







Pick out designs that are best suited to the articles you want to decorate. Most famous are the heart, tulip, dove, deer and human figures.

It is possible, also, to obtain Pennsylvania Dutch designs and motifs in stencils and decalcomanias. The background coat of S-W Enameloid should be thoroughly dry before you start to put the design on



When you are ready to paint the design, use colorful, quick-drying Sherwin-Williams Enameloid in any one of its 14 beautiful colors. Add Enameloid White for lighter tints.



Don't varnish the finished design until it is thoroughly dry. Use S-W Mar-Not Satin Finish varnish to give the desired hand-rubbed finish without long hours of hard work.



Books are available with full color plates of authentic designs, making it easy to trace or copy them for use on many articles. A few suggestions appear on these two pages.



If you use tube oil colors add 2/3 turpentine, 1/3 varnish with dash of dryer. Use best brushes you can get. Two flat, red sable, one #6, one #8 and a round sable water color brush will be sufficient for most jobs.



Don't hurry your painting. Each stage of design must dry sufficiently so that a fresh spot of paint won't pick up the previous color. Work carefully so that your designs will be clean in their gay colors.

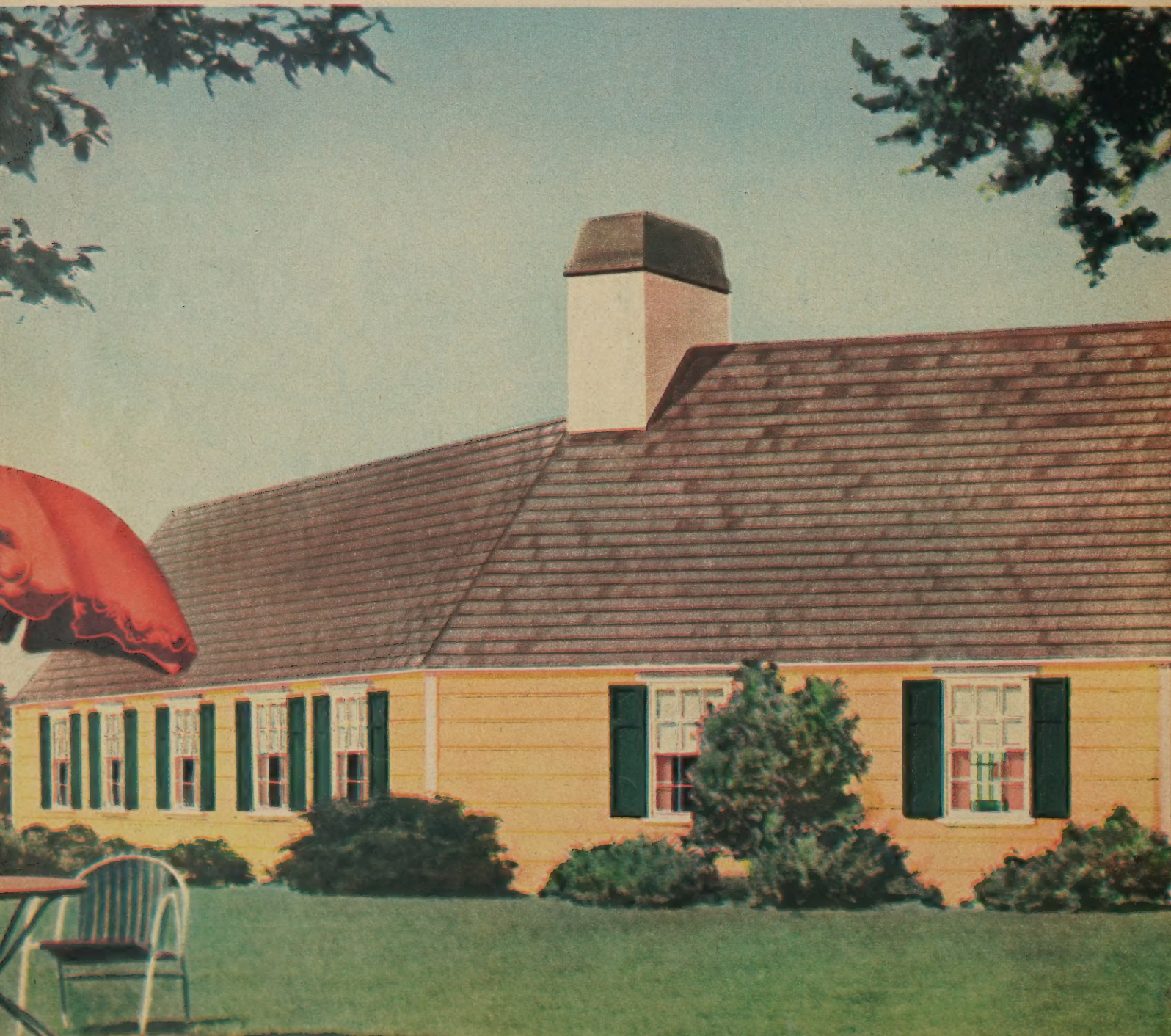


# ROYAL BARRY WILLS

A modification of the basic Cape Cod cottage, this four-room house demonstrates architect Wills's belief that the different components of a house should be in graceful proportion to each other and the house as a whole in scale with the dimensions of the human figure. Following this theory, Wills's houses usually have very low ceilings and doorways, small, narrow dormers and big chimneys. His designs show skill in thinking up gadgets and tricks for the interiors that will save space and money. He tries to build as much practicality into his houses as possible, but never at the sacrifice of fireplaces, beamed ceilings or paneled walls, which make the home unusual.

Wills believes that color is important in setting the tone

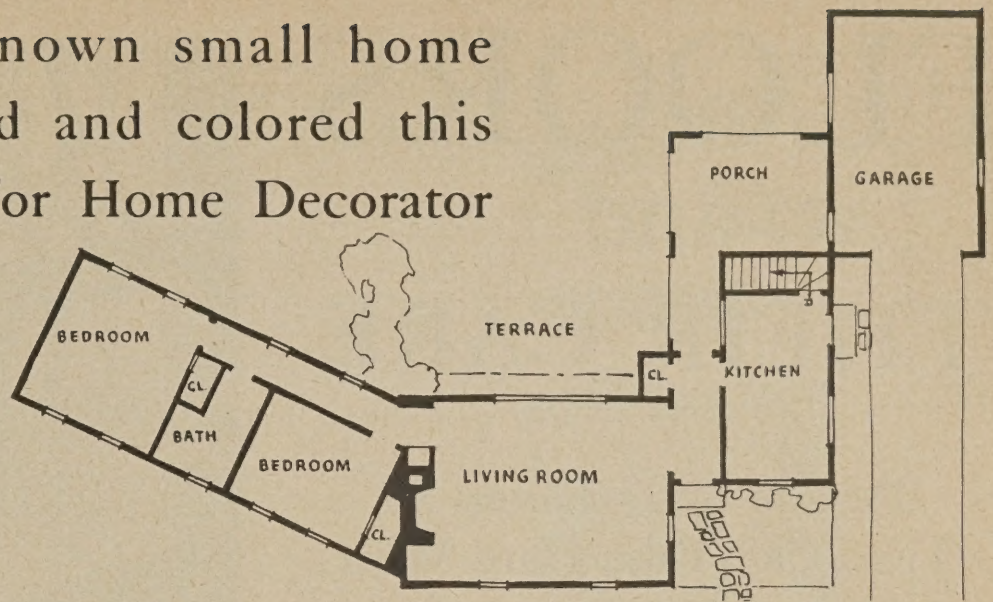
of the home so that it harmonizes with the surroundings. For the HOME DECORATOR house, Wills has color-styled it in vivid combinations of yellow, gray, green and white. He used S-W Shingle Stain in Silver Gray for the wide expanse of shingled roof. This neutral background gave him the opportunity of splashing clear, brilliant SWP House Paint colors on the clapboard sidings, front door and shutters. The sidings and door were painted with SWP House Paint in a cheerful Berkeley Yellow. Contrast was obtained by painting the shutters in SWP Willow Green with SWP House Paint White for trim. Painting the front door with SWP House Paint Berkeley Yellow made it a charming, distinctive entrance. The stucco section of the house was





# America's best-known small home architect designed and colored this four room house for Home Decorator

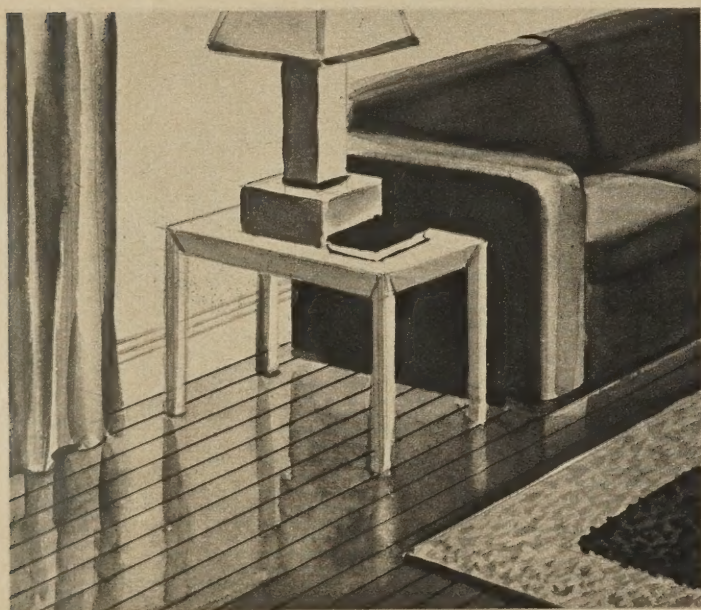
painted with S-W Brick and Stucco Paint and the clean, fresh look of white was carried to the doors and walls of the attached garage by using SWP House Paint White. Wills believes that a house should be color-styled in keeping with the architectural design and landscape planting.





# FLOORS and THEIR CARE

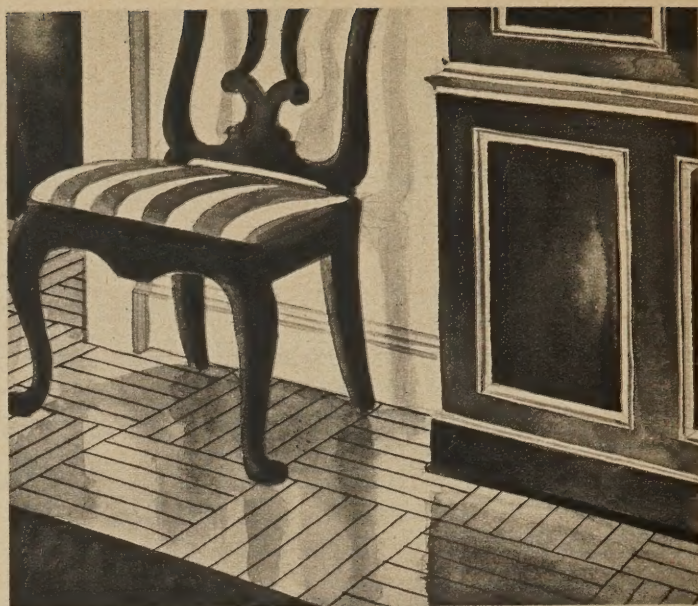
Prepare Your Floors So  
They Can Take Hard Wear



A firm coating built up of several thin layers of S-W Self Polishing Wax promises long life and lasting beauty for those precious hardwood floors.

**Y**OUR floors are really so much more than just something to walk on. With or without carpeting, rugs, scatter rugs or linoleum, floors are the bases for your room decorating schemes, and, well kept, they are the proud signs of a smart, clean house.

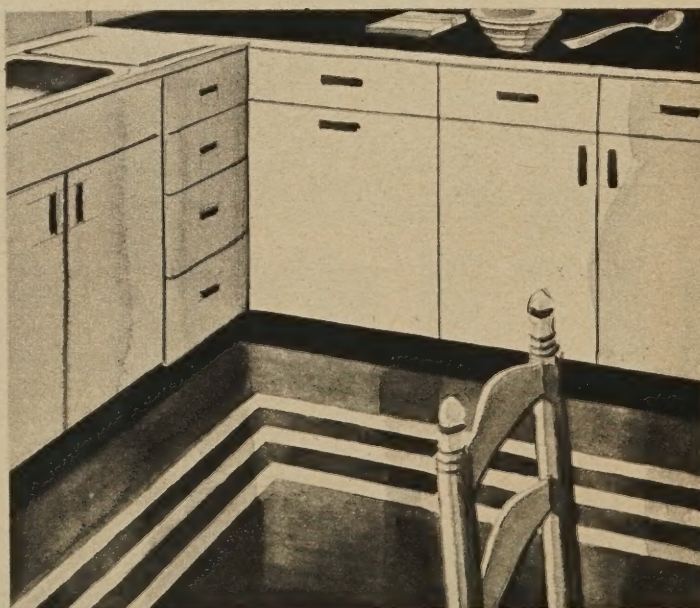
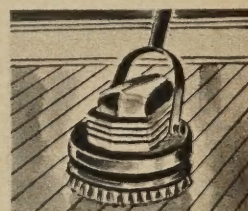
The universal beauty treatment for floors, whether varnished wood or linoleum, is waxing. Waxed floors are so much easier to clean, and to keep clean — and periodic waxing builds up a deep, rich, lustrous finish that cannot be achieved in any other way. Of course, waxing protects floors, safeguards their surfaces from the scuffing and scraping of feet that would otherwise, all too quickly, wear through to the



You can add a lovely new finish to your floors in almost no time at all with S-W Mar-Not Varnish. Two coats give a very tough, wear-resisting finish.

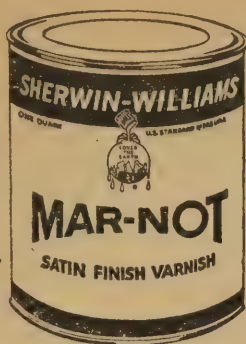
wood or linoleum itself.

Over a period of many years, Sherwin-Williams Paste Wax has established a reputation as unsurpassed in rich-toned beauty of finish and rugged, lasting protection. Many people still prefer this paste type notwithstanding the fact that the new Sherwin-Williams Self-Polishing Wax now provides a handsome waxed surface for floors with but a fraction of the time and effort. Simply spread over the wood or linoleum floor with no more effort than dust mopping, this miracle product actually requires no polishing, dries to a “million dollar shine” in



It is easy to keep linoleum floors bright and shiny-clean if you use a protective coat of Lin-X Clear Gloss before S-W Self-Polishing Wax.





**TAKES HEAVY WEAR...  
NEEDS LITTLE CARE!**



**SHERWIN-WILLIAMS  
MAR-NOT  
VARNISH**

**FOR FURNITURE  
WOODWORK  
AND FLOORS!**



Youngsters can go to town... fun unspoiled... when the fine woods in your home are protected with extra-lovely, extra-sturdy Sherwin-Williams Mar-Not Varnish. This finish will resist chipping or cracking even under severe blows. It's wonderful protection against scratching, scuffing, staining! It won't discolor under alcohol, boiling water or alkalis.

You've a choice of *clear gloss* or the hand-rubbed appearance of *satin-finish* Mar-Not. They're equally handsome, both tough! One coat is all you need.

less than twenty minutes. And that gleaming, grime-resisting surface outlasts, by far, less durable finishes.

New wood floors, on the other hand, should first be given a coat or two of lustrous, durable Sherwin-Williams Mar-Not Varnish as described later on. Any linoleum new or old, may be waxed with no prior preparation other than a thorough cleaning.

On new or old *printed* linoleum (but not the inlaid type) a coat of Lin-X Clear Gloss applied first will give you an ideal, long wearing base for subsequent periodic waxing. It's easy to apply, brings out the full beauty of printed linoleum colors, and is highly resistant to such hazards as boiling water, fruit acids, alcohol and hot grease. Over Lin-X Clear Gloss, S-W Self-Polishing Wax applied frequently will keep your linoleum floors always looking well, always easy to clean.

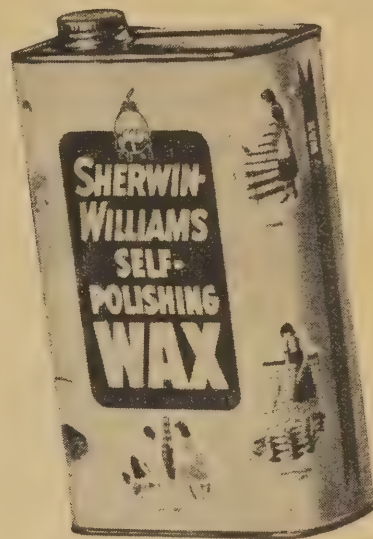
There's no trick to finishing a wood floor with S-W Mar-Not Varnish because Mar-Not flows on easily and smoothly, levels out to an even protective film that rids itself of all objectionable brush marks. And with Mar-Not you have a choice of gloss or satin finish. In the gloss finish, Mar-Not makes your floors gleam with a hard, mirror-like brilliance that sheds moisture, dirt and daily wear and tear. In the satin finish (more commonly used on furniture) Mar-Not gives the wood a dull, rich sheen.

If your wood floors are not new and in need of refinishing a very slight amount of preparation is essential. First of all, floors that are to be refinished with Mar-Not must be clean and free from dirt, grease and wax. Never try to varnish over any surface that has wax remaining on it; the varnish will not dry. So to remove old wax, clean the floor with a rag dipped in turpentine, making sure none of the wax remains when you are finished. If no wax was previously applied to the floor, a simple washing with soap and water followed by rinsing and drying will do the trick.

But maybe your floors are badly discolored, or badly worn in spots, then try S-W Flo-Lac in one of its six natural wood shades—it's the easy way to stain *and* varnish at one and the same time. Flo-Lac goes on just like any varnish and you should prepare your floors just as you would if you were going to use Mar-Not.

Don't let your floors get run down and worn in appearance when just a little care and attention will keep them always looking their best.

**BRAND  
NEW  
SHINE!**



**This great new Sherwin-Williams floor wax discovery keeps your floors Brighter! Longer!**

Try it! See how this wonderful Sherwin-Williams Self-Polishing wax *speeds* over your floors... *goes on in minutes — dries in seconds!* It gleams! It Glows! Yes, you can dance on it... let the children play on it... without dimming its lustre. You'll agree it *outlasts by far* the finish you get with old-style floor wax!



**SHERWIN-  
WILLIAMS  
HOME  
PRODUCTS**



# HOW TO PAINT



**1** Blisters and loose, scaly paint must be scraped off before a new coat of paint can be applied. Walls should be free from dirt, grease, grime. Wash and dry well.



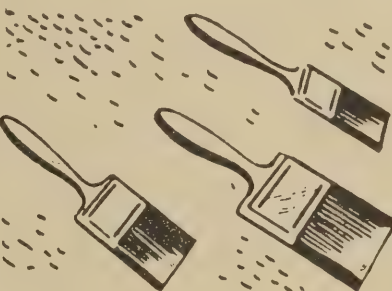
**2** It pays to take time to prepare a surface for painting. If priming is necessary, it should be done first then cracks and nailholes should be filled with oil putty.



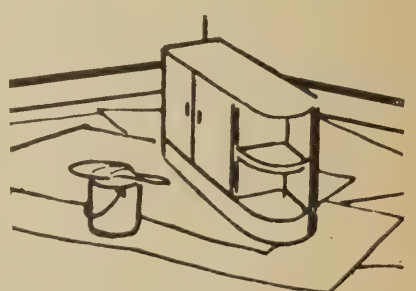
**3** Cracks in plaster walls must be cleaned out and filled with Spackle or Plastic Patch before painting. Seal with S-W Wall Primer and Sealer when patches are dry.



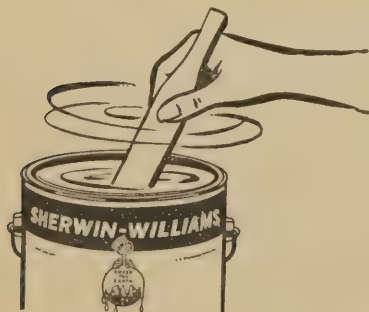
**4** Surfaces with high gloss should be sanded to dull the finish and provide a better adhesion for paint. A simple way to cut gloss is to wipe with S-W Preparerite.



**5** One coat of paint with a good brush is better than two with a cheap, stubby one. Use 4-inch for large areas, 2-inch for furniture, 1½-inch for small work.



**6** Spread plenty of newspapers or old cloths around before you start to paint. Save hours of needless work on spattered furniture, walls and floors by proper preparation.



**7** The greatest single source of grief in painting is caused by improper stirring of paint. Use a clean wooden paddle. Stir from bottom for uniform consistency.



**8** Stir thoroughly and in all cases follow directions on label before you start thinning paint. Most Sherwin-Williams Paints come ready to use without thinning.



**9** Don't throw out left-over paint. It may be just enough for a touch-up job later on. Save by pouring a layer of turpentine or Exolvent over surface. Seal can tightly.

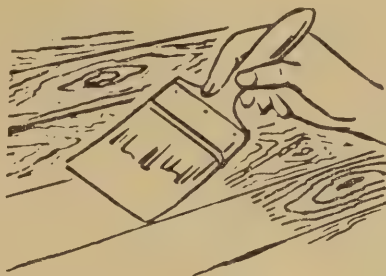


**J**UST A SECOND before you take the lid off that can of Sherwin-Williams Paint. Junior isn't going to boast to the gang about his new room nor will the bridge girls envy the spanking new appearance of the living room, if the paint starts to peel or show streaks. You wouldn't plant a garden without preparing the soil, so don't dip a brush without preparing the job.

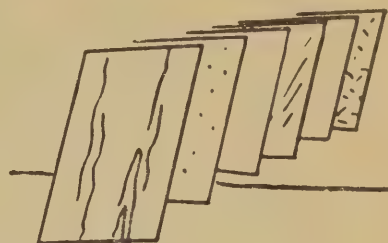
Gather up a scraper for that loose, scaly paint and don't spare the soapsuds or wall cleaner to free the dirt, grease and grime. Priming a new surface comes next, then go around with putty to fill in all cracks and nailholes. Dents and crevices should be smoothly filled with Plastic Patch and spot primed before painting. High gloss surfaces should be wiped off with S-W



**10** Old paint can be reclaimed if it forms a rubbery skin during storage. Cut out skin and thin remaining paint slightly. Strain through a piece of cheesecloth.



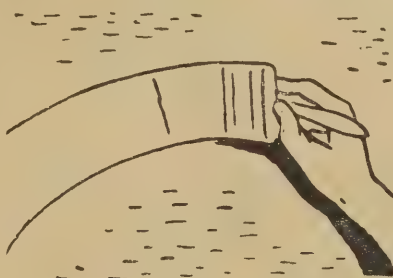
**11** The amateur painter often overlooks the use of the proper Undercoater, the foundation coat that means a finer finish. Special types are used for various surfaces.



**12** Unpainted plaster and wallboard as well as porous insulating wallboards should be sealed with S-W Wall Primer and Sealer which fills and seals pores.



**13** Handling the brush is all-important in doing a good paint job. Don't overload the brush or dip it more than  $\frac{1}{3}$  its length in the paint can. Use clean brush always.



**14** Use brush scant-full, with a free swinging stroke, from side to side, when using SWP House Paint. A thick coat will dry on surface, remain wet underneath.



**15** Use plenty of paint on brush when painting with S-W Semi-Lustre or Enameloid. Spread each brushful, leveling the finish with light strokes of brush tip.



**16** S-W Mar-Not varnish should be brushed three ways on wide surfaces. First, longway of grain with full brush, then crosswise and then lengthwise again.



**17** Use a cardboard shield when painting floors. Hold it against the wall with free hand to protect the lower wall and baseboard. Be sure to grasp the shield firmly.



**18** Ventilation helps to dry paint so open windows in clear dry weather, after using Kem-Tone or other wall paints. Make sure dust and dirt can't blow in.



# Restore your faded floors and furniture



with

SHERWIN-WILLIAMS

## FLO-LAC

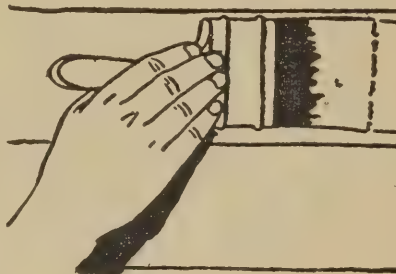
Stains and varnishes  
in one operation!

Easy to apply with an ordinary brush! Flo-Lac reconditions worn floors and furniture quickly, simply! It restores lost color! Adds rich new beauty, and a long-wearing gloss!



Prepare, the liquid sandpaper. Spread out newspapers and old cloths to protect the furniture. Now, you can take the lid off the Sherwin-Williams Paint. Be sure you follow mixing direc-

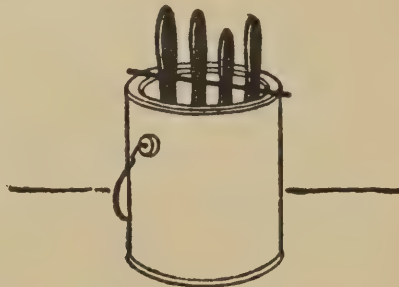
tions. Don't skip this operation. It is the secret of easy and successful painting. Use a clean wooden paddle and stir from the bottom of can for uniformity.



**19** Be sure to watch for drips when it is necessary to paint horizontally. Finish each brushful with a long stroke so that the paint cannot run down or drip.



**20** Paint spatters may be removed from window panes and mirrors by scraping them off with an old razor blade. Freshly applied Kem-Tone washes off easily.

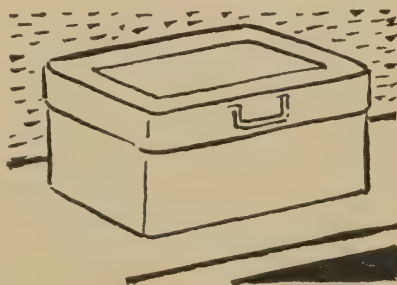


**21** Brushes must be kept clean. If job is not finished in one day suspend brush in raw linseed oil, thinned a bit with turpentine. Keep bristles free of can bottom.

*(for cleaning Kem-Tone brushes see page 42)*



**22** Clean brushes with turpentine or S-W Exolvent when job is completed. Then wash in hot, soapy water and rinse. Store brushes in paper covers.



**23** Paint rags can be dangerous if left around. Store in a tightly closed metal container or submerge in a pail of water if the job is not finished the first day.



**24** A clean rag and a can of turpentine or Exolvent make it easy to clean up after painting. Paint spatters must be removed within a few hours before they are dry.



# New Furniture from Old

Money-saving magic for home-furnishings  
made from old castoffs in the attic



Old table takes on new life with coat of Enameloid Fiesta Orange. "Shadow boxes" for small flower vases made from knife boxes, painted with Enameloid.



Making useful objects by painting them with Enameloid is an exciting pastime. Here chair is finished with S-W Enameloid Blue.

**B**EFORE you begin trimming the family budget to buy expensive new pieces of furniture, take a good look around the attic. You might find the makings of new furniture right there.

Starting from almost nothing, old castoffs from attic or junk shop or the second-hand furniture store, you can work this home-furnishing magic all by yourself. Here's what you need for the job: easy-to-use, rapid-drying S-W Enameloid, S-W Taxite Paint and Varnish remover, sandpaper, a paint brush and a few simple household tools. Combine these ingredients with a dash of imagination and a little "know-how" and you have furniture magic.

Remember that as long as the second-hand pieces you start with are structurally sound, they can be trans-



Ingenious use of an old table plus a chest made this excitingly different breakfast nook, but sparkling, brilliant Enameloid Flame Red was needed to give it the dash it so justly deserves.



# New Furniture from Old

formed into useful and often handsome furniture, no matter how shabby and ugly they look. You don't need to be a skilled craftsman or a trained interior decorator to do the trick. A few basic pointers and your own personal taste in Enameloid color schemes are all that's needed as a guide to work wonders.



Pickle bucket as it looked before transformation. Three holes, about the size of a quarter, were bored in the bottom for drainage. The pail was then sanded to make it smooth.

You can add a lot to your fun in the playroom or on the terrace with colorful and useful furniture such as the pieces shown here. The cheery, hospitable terrace furniture was made from odds and ends restyled under the direction of Betty Woods, decorating consultant of the Sherwin-Williams Company. It's difficult to believe that such pleasant recreation pieces were developed entirely from the unsightly objects shown in the "before" pictures. Miss Wood says the job was quite simple and that you can easily duplicate it yourself with little effort.

The geranium pot was made from an old pickle bucket. Three holes, about the size of a quarter, were bored in the bottom for drainage. The pail was then sanded smooth and a coat of S-W Flat-Rite Undercoater brushed on, inside and outside. After this dried

thoroughly, S-W Enameloid Killarney Green was applied. A two-inch brush was used on this and all basic painting on the other pieces. A final decorative touch was added by painting a white ribbon and bow on the bucket after it had dried. This can be done free-hand.



The geranium pot in use adds a decorative and colorful note. It had a first coat of S-W Flat-Rite Undercoater and after it was dry Enameloid Killarney Green was applied.



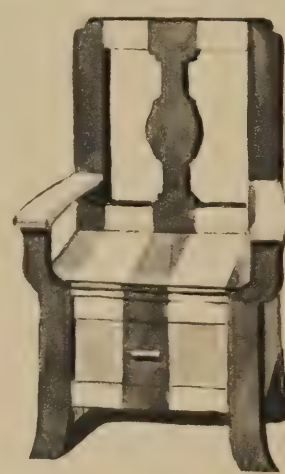
The battered old hat rack was made into two new pieces — the dart board and garden chair. First, the top part was sawed off. The mirror was removed and linoleum put in its place.

The terrace chair and dart board were made from the battered old hall rack. The top part, beginning just below the bottom of the mirror, was sawed off. The mirror was set aside for another project, and a piece of linoleum cut to

fit the opening in the frame. This was given two coats of Enameloid White and allowed to dry, and then the dart-game target was painted on in concentric circles of red, black, blue and green. After careful sanding of the whole piece, it was given a coat of Flat-Rite and Enameloid Flame Red. Like the other pieces, the chair was sanded to insure a smooth surface, highly important in any paint job. Then the two-coat job was done, first S-W Flat-Rite and then



This old express wagon made the tea cart. A piece of plywood was cut to fit the top of the wagon, with holes the right size for glasses, the beverage pitcher and the snack dishes.



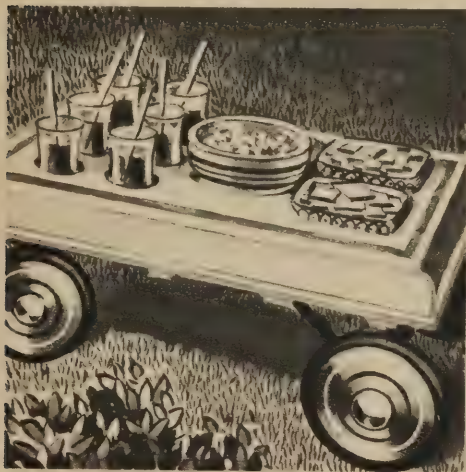
The garden chair was sanded to insure a smooth surface, highly important in any paint job. Then a coat of S-W Flat-Rite was applied followed by Enameloid Sunny Yellow.

Enameloid Killarney Green. Final trim was made by outlining the back and drawer with simple narrow lines of Enameloid White.

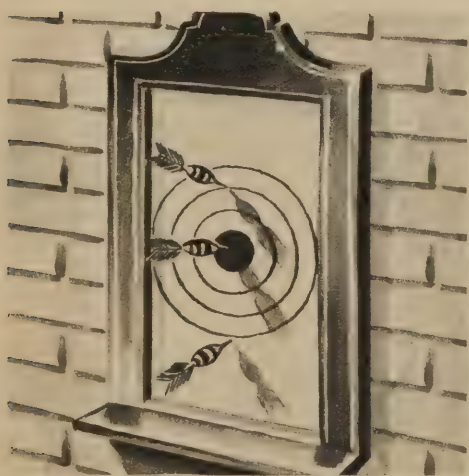
The tea cart was made from an old express wagon. First, a piece of plywood



was cut to fit the top of the wagon, with holes of appropriate size for glasses, pitcher and snack dishes sawed out. This top was painted in shiny white Enameloid over an undercoat of Flat-Rite. The outside edges of the cut-outs and border of entire top were outlined in Enameloid Flame Red. After several battered holes in the wagon body were sealed with Plastic Patch, it was painted in Enameloid Flame Red as well as the wheels. Last of all, the plywood top was screwed



The plywood was painted with Enameloid White over an undercoat of Flat-Rite. The outside edges of the cut-outs and the border of top were outlined in Enameloid Flame Red.



The linoleum dart board had two coats of Enameloid White which were allowed to dry thoroughly before target was painted in concentric circles of red, black, blue and green.

on to the wagon body—and the tea cart was ready for service. All of the materials needed for creating attractive pieces through the magic of Sherwin-Williams paints can be salvaged or bought for very little in second-hand stores.

# THE WONDER ENAMEL

ALL AMERICA IS USING!



SHERWIN-WILLIAMS

## ENAMELOID

COLORFUL, PROTECTIVE ENAMEL OF 1001 USES!

TRY IT! Watch Enameloid work its decorating miracles! See how one gleaming color-bright coat *brushes the years away* . . . brightens old furniture. Discover the wonders Enameloid works on kitchen, bathroom walls and woodwork.

- **BRILLIANT COLORS** that dramatize your grandest decorating schemes!
- **EASY TO APPLY!** Enameloid flows right onto most surfaces . . . doesn't pull!
- **DRIES QUICKLY!** Just a few hours . . . Enameloid is completely dry . . . free of brushmarks!
- **RESISTS ABUSE!** Enameloid's tough! Takes roughest wear without sign of injury!
- **CLEANS EASILY!** The super-slick surface washes clean instantly. Glistens! Gleams!



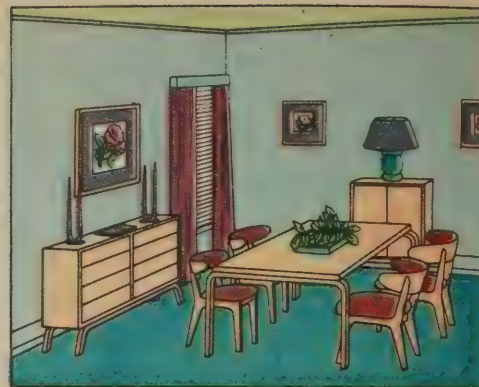
# DINING ROOMS



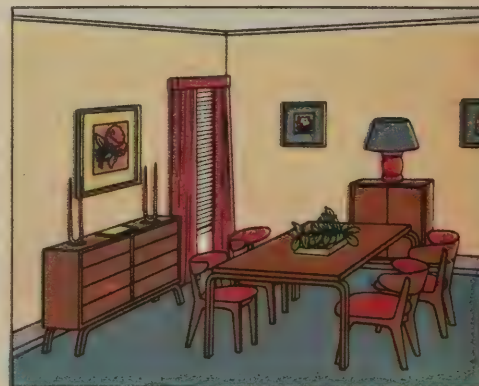
Color is one of the secrets of making the dining room a place of cheerfulness and serenity. Make yours a memorable background for the family gatherings.

**Y**OUR dining room will be as alive and gay as brilliant sunshine if you let color work for you as it does in the eight color-schemed rooms shown at the right. Here are many expert suggestions that can be carried out easily and inexpensively with Kem-Tone, Kem-Glo, Kem-Tone Vogue Deep Colors and S-W Enameloid.

A color scheme for a dining room should perk up the spirit in the same way that good foods satisfy the physical being. Color, science tells us, aids digestion and it certainly contributes its share in making the family dinner hour a congenial, harmonious time. Choose from these eight color-styled rooms the one that you like best. It will add an extra helping of comfort to your daily fare.



Walls.....Kem-Tone Willowick Blue  
Ceiling.....Kem-Tone Vogue #30  
Woodwork.....Kem-Glo Lakeland Blue



Walls.....Kem-Tone Beechwood Beige  
Ceiling.....Kem-Tone Avalon Blue  
Woodwork.....Enameloid Pastel Blue

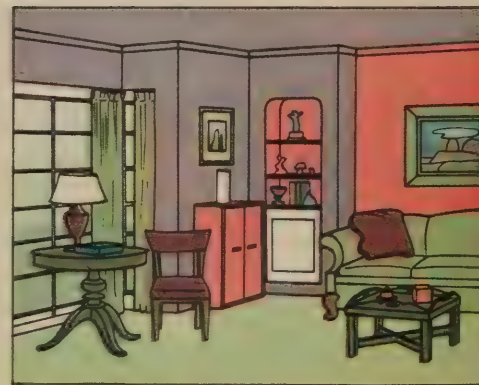
# LIVING ROOMS



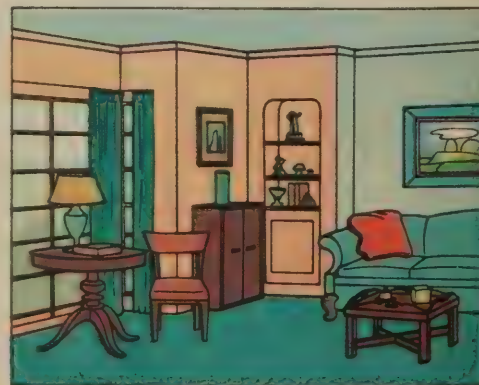
Step up the tempo of your living room by using definite colors on walls, ceilings, woodwork and floors as well as in the draperies and furniture slip covers.

**I**F your head spins when you try to think up color schemes for the living room, just look at the eight color-styled rooms at the right. Here are suggestions in the right direction for an air of livableness should be the keynote of your living room — a room to really live in and enjoy. An atmosphere of warmth and friendliness can be achieved with very little expense. Develop a love of color but use it with common sense in decorating the walls, ceilings and woodwork in combination with the furnishings and draperies. Select a color scheme that suits your family for this room that is used for reading, relaxing and entertaining.

*The easy-to-follow color schemes on the right show a basic living room and dining room, both of which have been color-schemed in eight different ways. The furniture fabrics, floor coverings and draperies are shown in plain solid color simply to indicate the predominant or general color effect. They can, of course, be figured and in multicolor.*

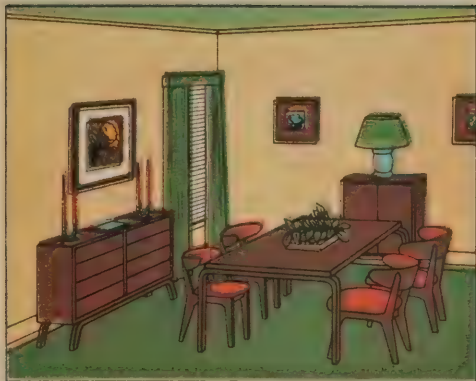


Ceiling & Walls.....Kem-Tone Vogue #38  
Alcove.....Kem-Tone Vogue #29  
Woodwork.....Kem-Glo Stay White



Ceiling & Alcove Wall.....Kem-Tone Turquoise  
Walls.....Kem-Tone Wellington Buff  
Woodwork.....Kem-Glo Georgian Cream

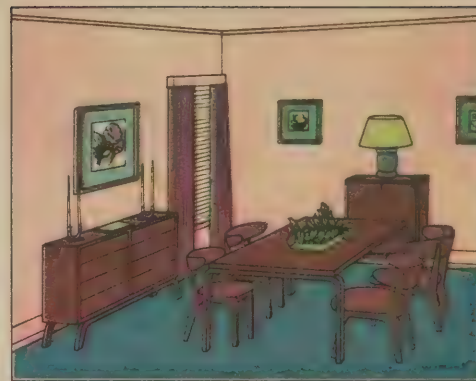




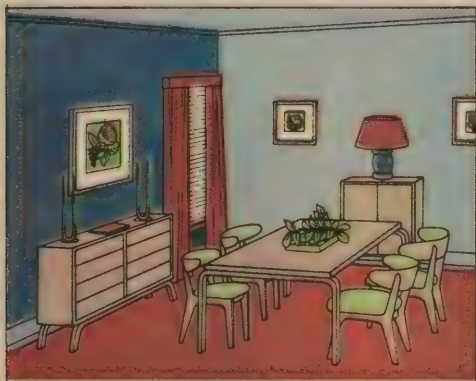
Walls.....Kem-Tone Pale Jonquil  
Ceiling.....Kem-Tone Vogue #3  
Woodwork.....Kem-Glo Sunbury Yellow



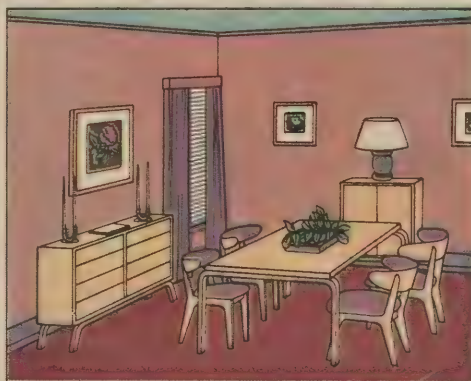
Walls.....Kem-Tone Cascade Green  
Ceiling.....Kem-Tone Pale Jonquil  
Woodwork.....Kem-Glo Stay White



Ceiling & Walls.....Kem-Tone Cameo Rose  
Woodwork.....Kem-Glo Rose Coral



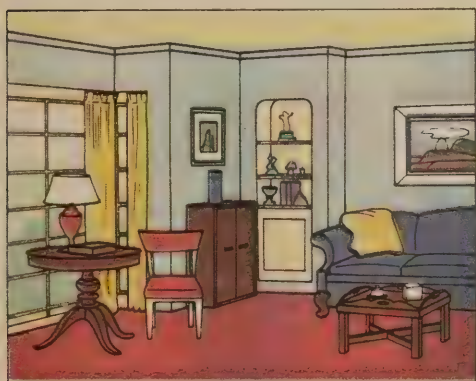
Ceiling & 3 Walls.....Kem-Tone Vogue #22  
End Wall.....Kem-Tone Vogue #42  
Woodwork.....Kem-Glo Capri Blue



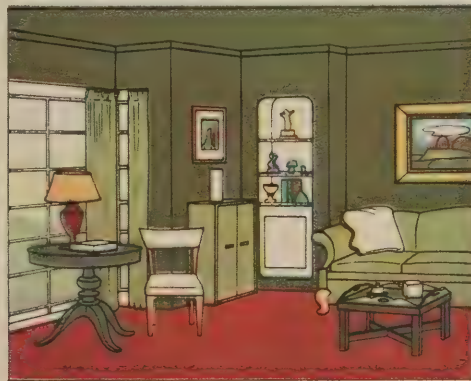
Ceiling.....Kem-Tone Avalon Blue  
Walls.....Kem-Tone Vogue #16  
Baseboard.....Enameloid Blue



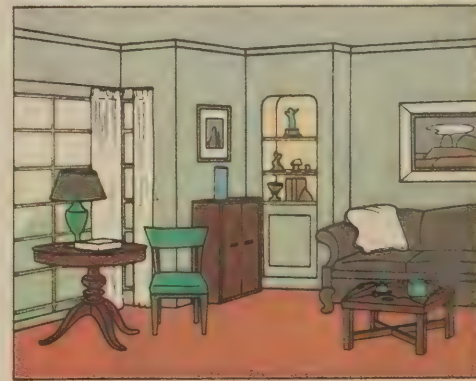
Ceiling.....Kem-Tone Pale Jonquil  
Walls.....Kem-Tone Midland Green  
Woodwork.....Enameloid Milan Green



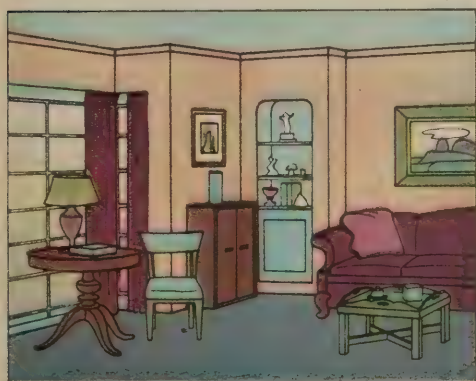
Ceiling.....Kem-Tone Pale Jonquil  
Walls.....Kem-Tone Avalon Blue  
Woodwork.....Kem-Glo Sunbury Yellow



Ceiling & Walls.....Kem-Tone Vogue #47  
Woodwork.....Kem-Glo Stay White



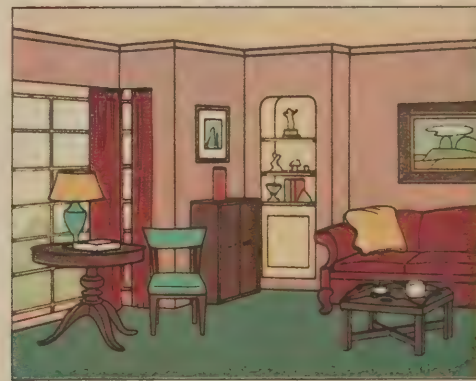
Ceiling & Walls.....Kem-Tone Cascade Green  
Woodwork.....Kem-Glo Seacrest Green



Ceiling.....Kem-Tone Willowick Blue  
Walls.....Kem-Tone Beechwood Beige  
Woodwork.....Kem-Glo Lakeland Blue



Ceiling.....Kem-Tone Belmont Ivory  
Walls.....Kem-Tone Vogue #35  
Alcove Wall.....Kem-Tone Vogue Brown  
Woodwork.....Kem-Glo Stay White



Ceiling.....Kem-Tone Belmont Ivory  
Walls.....Kem-Tone Heather Rose  
Woodwork.....Enameloid Ivory



# ABC'S OF HOUSE PAINTING

**A**

Your shingled roof can enhance the color scheme of your house if you use S-W Shingle Stain which colors the wood without obscuring the grain. It also protects the wood from weathering as well as resisting attacks from wood-boring insects.

**B**

Brick chimneys show amazing improvement when painted with S-W Brick and Stucco Paint, a waterproofing oil paint. Before painting, brush surface clean, point up bad spots, let dry for a week.

**C**

Copper may not need protection against corrosion and rust, but copper screening exposed to elements oxidizes and causes discoloration of the painted surfaces adjoining. Avoid such unsightly and costly repairs by painting screens with S-W Rexpar Varnish.

**D**

Clean gutters regularly. A periodic coat of paint will help to avoid repair bills. Peeling paint is often traced to rusted out gutters. Sometimes such holes can be mended with tin or tarpaper held in place with S-W Elastic Roof Cement.

**G**

Down spouts and gutters of copper should be primed with SWP Undercoater; tin with S-W Kromik Primer; zinc and galvanized iron with S-W Galvite Primer — and then painted with SWP House Paint. Paint these sections more often than the body of house.

**H**

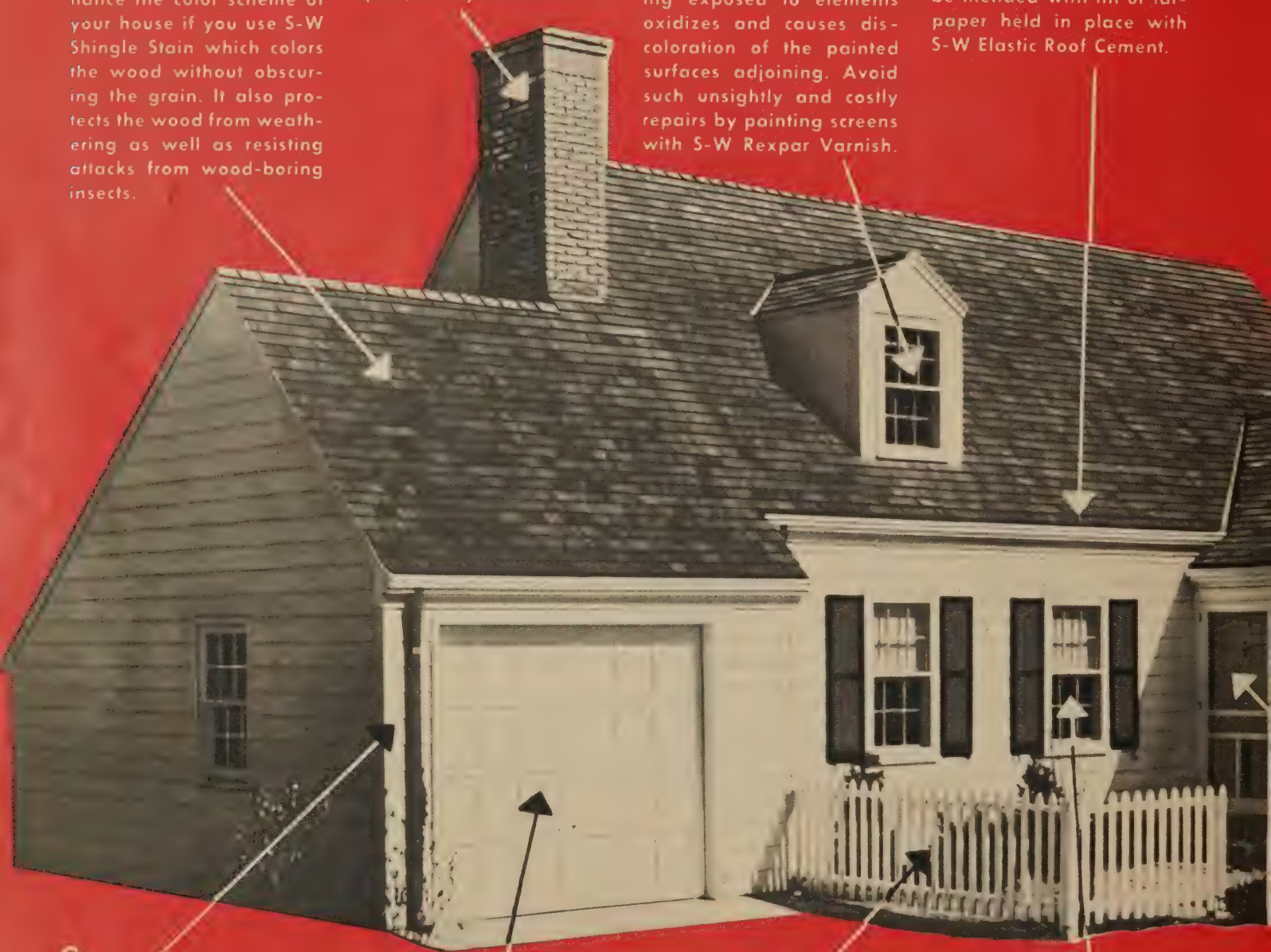
Attached garages are ideal for the small house, but remember they are a part of the house unit and should be painted to conform with the color scheme of the rest of the house. Treat doors as you would doors of house.

**I**

Picket fences form charming enclosures for the front yard. Paint job should be as carefully done here as on rest of the house. SWP Undercoater will prime and seal surface. SWP House Paint produces a long-wearing, protective finish.

**J**

Screens will not rust if S-W Screen enamel is used regularly once a season. It does not clog the mesh. Use on both sides of screen and frames. Protect copper or bronze screens with S-W Rexpar Varnish.





F

Unlike enamels and inside paints which are "flowed" on in full heavy coats, outside house paint should be brushed on in relatively thin coats. A thick coat has the tendency to dry on the surface and remain wet underneath for a long time.

E

Painting the shutters and trim is your chance to use clear, crisp color as accent notes in the overall color scheme of your house. Special SWP Trim Colors offer endless combinations with SWP House Paint. Use a 2 1/2-inch brush here.



K

Make yours a dramatic entrance by painting the front door with SWP Trim color in a vivid, contrasting tone. It will liven up the whole house.

L

Beauty and protection are twin rewards when you paint with SWP House Paint. Remember the formula for a successful job is SWP Undercoater #450 and SWP House Paint.



**T**HERE could be no better time to apply the old proverb "haste makes waste" than when you are planning to paint your home. After all, it is not like buying shoes for Johnny — you expect them to wear out fast, but a good paint job should last several years. Sherwin-Williams new finer SWP House Paint is not only dramatically beautiful but there is no more durable house paint on the market today. SWP House Paint contains only the finest pigments, oils and raw materials and they are carefully controlled through each step of manufacture from mine to mill. The whiter whites stay whiter longer. The fine tone colors resist fading; are especially made to retain beauty through long exposure.

But those aren't the only features of this world-famous house paint made by the world's largest manufacturer of paints and varnishes. For many, many years, SWP House Paint has enjoyed the position of being the top choice of America's home owners. More homes have been painted with Sherwin-Williams SWP than with any other brand of house paint. And now, today, something extra has been added to this world famous product so that in addition to all its former high quality it now offers *1 Extra Year of Beauty*.

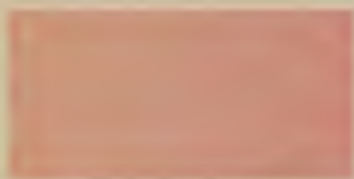
This new, modern SWP actually shows less brush marks, gives you a more even, more protective coat of paint all over. There are no weak spots to wear away quickly. With SWP you get an "honest-film-thickness" throughout; beauty that lasts a full year longer than before.

And SWP is self-cleansing. You get a smoother, glossier surface that doesn't grip dust and dirt the way house paints used to.

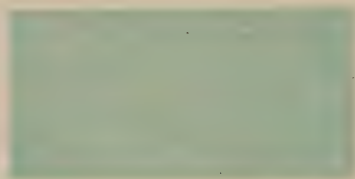




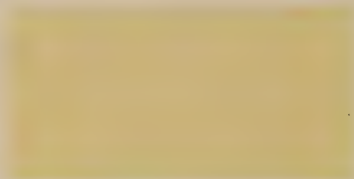
# All the colors your heart desires with



Heather Rose



Cascade Green



Pale Jonquil

The fourteen colors illustrated here are the gorgeous Kem-Tone



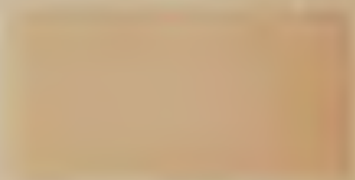
Avalon Blue



Belvedere Cream

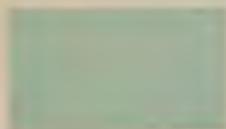


Midland Green



Beechwood Beige

Colors illustrated below are obtained by easy intermixing of *Kem-Tone*



1 Gallon Midland Green  
1/2 Pint Vogue Blue



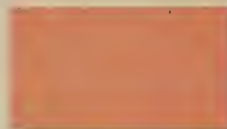
1 Gallon Peach Tint  
1/2 Pint Vogue Blue



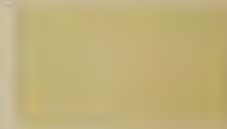
1 Gallon Vogue Yellow  
1 Quart Vogue Blue



2 Quarts Belmont Ivory  
2 Quarts Yorktown White



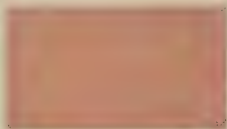
2 Quarts Vogue Yellow  
2 Quarts Yorktown White  
1 Pint Vogue Red



1 Gallon Midland Green  
1/2 Pint Sienna



1 Gallon Heather Rose  
1/2 Pint Vogue Red



1 Gallon Heather Rose  
1/2 Pint Vogue Brown



1 Gallon Heather Rose  
1/2 Pint Vogue Yellow



1 Gallon Wellington Buff  
1 Quart Burgundy



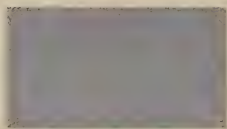
2 Quarts Vogue Red  
1 Quart Vogue Burgundy



1 Gallon Vogue Yellow  
1/2 Pint Vogue Red  
1 Quart Yorktown White



1 Gallon Cascade Green  
1/2 Pint Vogue Red



1 Gallon Yorktown White  
2 Quarts Vogue Blue  
1 Pint Vogue Red



1 Gallon Beechwood Beige  
2 Quarts Vogue Blue  
1 Quart Heather Rose



1 Gallon Cascade Green  
1 Pint Vogue Blue



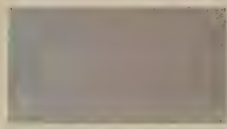
2 Quarts Vogue Red  
2 Quarts Peach Tint



2 Quarts Vogue Red  
2 Quarts Peach Tint  
1 Quart Vogue Brown



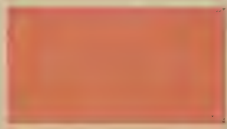
1 Gallon Beechwood Beige  
1 Quart Vogue Green



1 Gallon Willowick Blue  
1/2 Pint Vogue Umber



1 Quart Vogue Red  
1 Quart Vogue Sienna  
2 Quarts Heather Rose



2 Quarts Vogue Red  
2 Quarts Vogue Yellow  
1 Quart Yorktown White

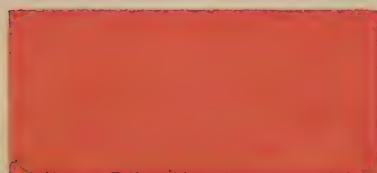


2 Quarts Beechwood Beige  
1 Quart Vogue Blue  
1 Pint Vogue Green

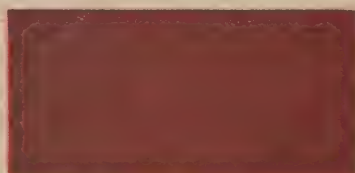


1 Gallon Vogue Blue  
1/2 Pint Vogue Brown

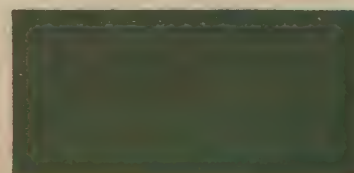
*Kem-Tone* **VOGUE DEEP COLORS** Thinned as directed, they may be used full



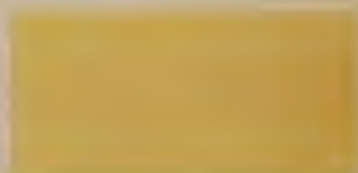
Vogue Red



Vogue Burgundy



Vogue Green



Vogue Yellow

These printed samples give only a general idea of the characteristics and beauty of the actual color.



# *Kem-Tone* the Miracle Wall Finish!

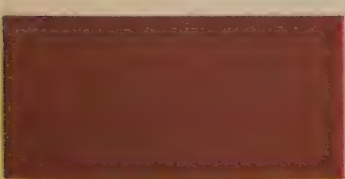
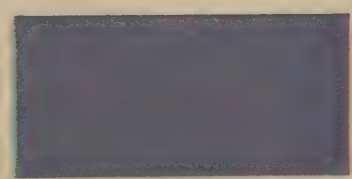


STANDARD COLORS  
— which come ready to  
thin and apply!

			
Willowick Blue	Peach Tint	Cameo Rose	
			
Wellington Buff	Turquoise	Yorktown White	Belmont Ivory

## STANDARD COLORS with *Kem-Tone* VOGUE DEEP COLORS

					
1 Gallon Pale Jonquil 1 Quart Vogue Yellow	1 Gallon Avalon Blue 1/2 Pint Vogue Red	1 Gallon Pale Jonquil 1/2 Pint Vogue Sienna	1 Gallon Avalon Blue 1/2 Pint Vogue Blue	1 Gallon Yorktown White 1/2 Pint Vogue Red	2 Quarts Heather Rose 2 Quarts Cascade Green
					
1 Gallon Turquoise 1/2 Pint Vogue Blue	2 Quarts Turquoise 2 Quarts Cameo Rose	1 Gallon Belvedere Cream 1/2 Pint Vogue Red	3 Quarts Cameo Rose 1 Quart Midland Green 1 Quart Vogue Blue	1 Gallon Yorktown White 1 Quart Vogue Blue 1/2 Pint Vogue Green	1 Gallon Peach Tint 1/2 Pint Vogue Green
					
1 Gallon Yorktown White 1/2 Pint Vogue Green	1 Gallon Heather Rose 1 Quart Vogue Brown	1 Gallon Willowick Blue 1/2 Pint Vogue Green	1 Gallon Yorktown White 1/2 Pint Burgundy	1 Gallon Vogue Yellow 1 Quart Vogue Burgundy	2 Quarts Vogue Yellow 1 Quart Midland Green 1 Quart Yorktown White
					
3 Quarts Vogue Blue 1 Quart Vogue Green 1 Pint Yorktown White	1 Gallon Willowick Blue 1/2 Pint Vogue Blue	1 Gallon Vogue Yellow 1/2 Pint Vogue Red	1 Gallon Pale Jonquil 1 Quart Vogue Green	2 Quarts Vogue Green 2 Quarts Vogue Yellow 1 Pint Vogue Brown	1 Gallon Vogue Brown 2 Quarts Vogue Burgundy

strength or as tinting colors to create an unlimited range of custom shades.

			
Vogue Brown	Vogue Blue	Vogue Sienna	Vogue Umber

These printed samples give only a general idea of the characteristics and beauty of the actual color.



# THE Glamour of Gardening

and some of the  
~~people~~<sup>pests</sup> you meet in  
our best gardens

**G**ARDENING is an All-American pastime that offers endless pleasure to every homeowner, whether it's taking care of flowers or the backyard patch of vegetables. You don't have to be an expert to enjoy the relaxation of gardening. It is well to remember, however, that much of the success of your garden depends on knowing *what to do* and *when to do it*.

You will have the greatest success with flower and vegetable gardens, if you plant the varieties best suited

sult your nurseryman or the bulletins on the subject that are issued by the State Agricultural Extension Service for your information.

Before planting, make sure that the soil has been properly prepared. In most areas it is necessary to use fertilizer — organic or commercial. If the soil is too sandy, mix in some organic matter (compost, peat moss or manure) and if it contains too much clay, work in organic matter and sand. It is best to plow or spade in the Fall and leave the ground rough to gather moisture over the winter. Residue from previous plantings should be removed or burned, particularly if the previous planting has been diseased. Otherwise, the insect pests may harbor on the dead plants and lay their eggs in the roots and be back again to pester you in the Spring.

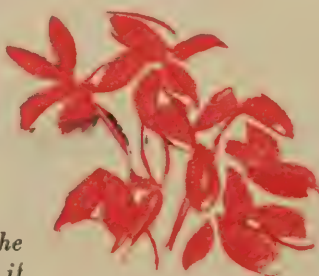


*The Bug Blaster can put the glamour back in gardening if you use it on these bugs.*



*The Bug Blaster will protect potatoes, tomatoes and peppers from this hungry fellow.*

to the climate and soil conditions in your particular area. For complete authoritative information, con-



*Mexican Bean Beetles are similar to ladybugs, but larger. They eat only bean leaves.*

The old adage, "an ounce of prevention is worth a pound of cure," was never more applicable than for keeping gardens free from pests and blights. The best practice to follow in treating flowers and vegetables for insect and disease control is to do so on a preventive basis—before the damage occurs.

Preventive treatment for garden pest control means beginning early and applying regularly a well-balanced insecticide and fungicide mixture. This makes it possible to protect plants from nearly all dis-



eases and insects that normally affect them. This is particularly important in obtaining maximum control of plant diseases for they are extremely difficult to fight once they have been established. In the case of insects, the preventive treatment naturally affords the greatest degree of control all summer long.

Here are some helpful hints on control of insects and diseases which damage some of the more common varieties of plants found in home flower and vegetable gardens.

#### ROSES:

The most common disease is Black



*One dusting with Bug Blaster or Roto-Dust is usually enough to make this bug quit.*

Spot. Round, black spots appear on plant leaves. Later they may drop out. Aphids or plant lice that cluster on roots, stems, and underside of leaves, are also common. Both can be controlled by dusting with Bug Blaster, at ten-day intervals, from early Spring through blooming season.

#### GLADIOLUS:

Chiefly damaged by thrips, a tiny insect that rasps stems and leaves, producing a whitish effect. Control by dusting with the Bug Blaster.

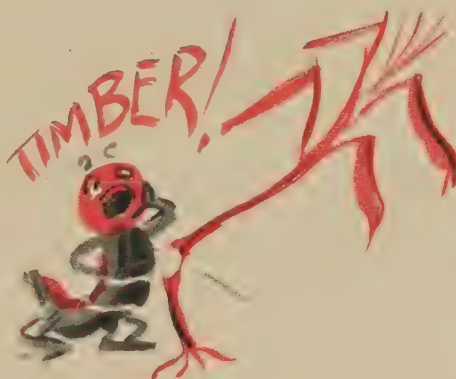
#### TULIPS:

Commonly damaged by thrips and aphids. Control with the Bug Blaster

or Black Leaf 40. Start applications when plant growth begins. Repeat at seven to ten-day intervals until control is certain.

#### CORN:

Chief damage from corn ear worm and European corn borer. Control corn borer with Pestroy spray when egg masses on underside of leaves begin to turn black. Make two applications, five days apart.



*Hey! You're supposed to be feasting on corn, not this intruder. Kill with Pestroy.*

#### BEANS:

Chief damage from leaf hoppers, Mexican bean beetle and various chewing worms. Control with the Bug Blaster. On mature plants this leaves a DDT residue which must be removed before beans are eaten. Roto-Dust will also control the Mexican beetle and chewing worms.

#### PEAS:

Pea aphid does most damage. Control with Roto-Dust or Bug Blaster. One dusting when aphids appear is usually sufficient.

#### TOMATOES:

Chiefly damaged by early and late blight, anthracnose, flea beetle,



*Dust roses with Bug Blaster from Spring through blooming season for best results.*

aphids, fruit worm and Colorado potato beetle. Control these insects and diseases by regular weekly applications of Bug Blaster beginning after the plants are well established in the garden. Use Bug Blaster sparingly on seedling plants as DDT may stunt plants in some areas. Roto-Dust will control flea beetles on these young plants.

*(Continued on page 32)*



*Crime doesn't pay even in the bug world.*



# BEDROOMS

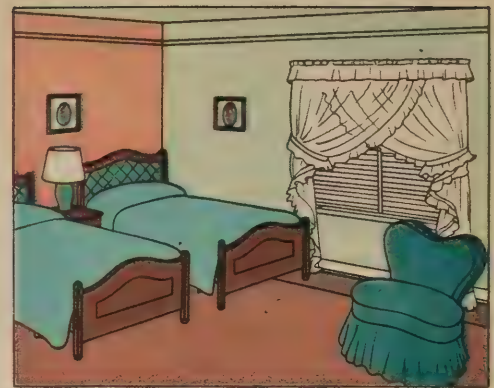


The valance and floor-length drapes make a small window (inset) appear larger than it really is. Colors in draperies, slip covers complement walls and ceilings.

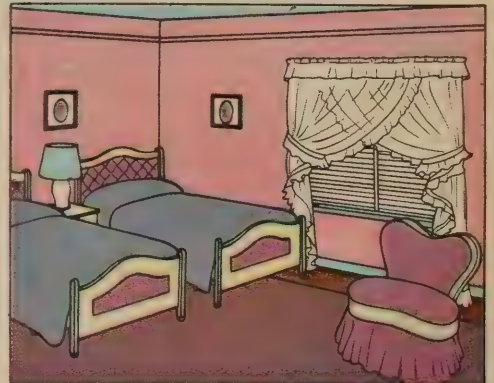
**M**AKE yours a joyous bedroom—one that will make you want to sing when you get up in the morning and smile in admiration before you turn out the light at night. You can do it if you study the color schemes at the right. Here are eight schemes, each a colorful, practical plan, easy to duplicate. See how effectively combinations of color have been used to obtain widely varied results.

Today's trend is toward colors that are clean, rich and definite in tone. Don't underestimate what bold colors can do for your bedroom, but use care in applying any one strong color. Shades and tints are easier to manage on largest areas.

*The easy-to-follow color schemes on the right show a basic bedroom and playroom, both of which have been color-schemed in eight different ways. The furniture fabrics, floor coverings and draperies are shown in plain solid color simply to indicate the predominant or general color effect. They can, of course, be figured and in multi-color.*



Ceiling & Walls.....Kem-Tone Turquoise  
End Wall.....Kem-Tone Heather Rose  
Woodwork.....Kem-Glo Stay White



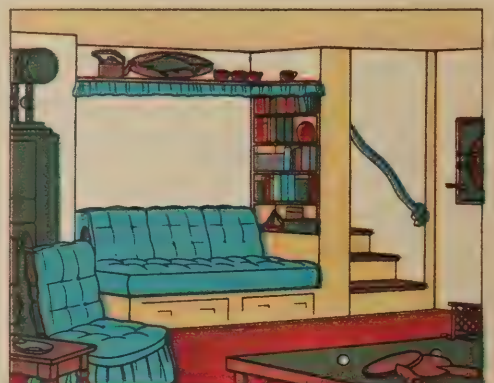
Walls.....Kem-Tone Vogue mixture #34  
Ceiling.....Kem-Tone Vogue mixture #44  
Woodwork.....Enameloid Pastel Blue

# PLAYROOMS

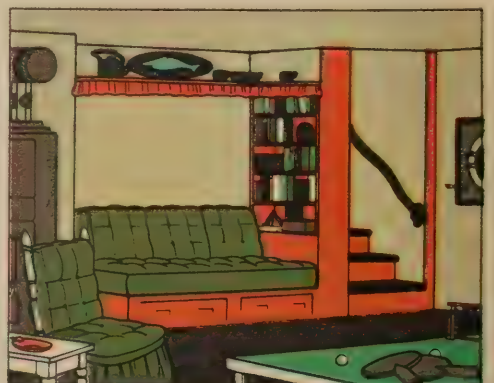


The gayer the decorating scheme for the playroom the better for if there is one room in the home where you can throw conservatism out the window, it is here.

**A** PLACE for play is a place for color and any one of the eight suggested color schemes shown at the right will enable you to paint an atmosphere of fun into your playroom, rumpus room or hobby room—whatever name you choose to call it. Bright, colorful paint has done wonderful things for attics, basements, and just any spot in the house that can be turned into a playroom—as you can see by the varied treatment of this one basic room plan. Let your imagination run riot when it comes time to decorate the playroom for here, in a place dedicated to fun, you can give in to that yen for splashing about with buckets of gay colors. The color-styled playrooms shown here will help you see how easily and quickly you can transform an old, ugly room into something that flashes a signal of good fun.

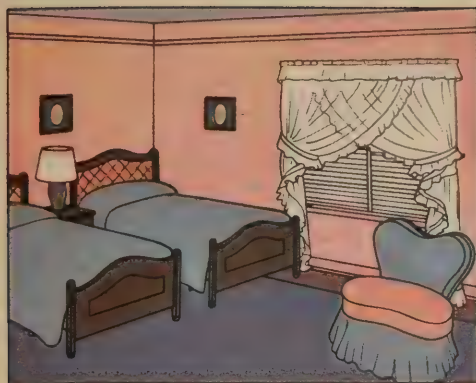


Walls.....Kem-Glo Stay White  
Woodwork.....Kem-Glo Sunbury Yellow

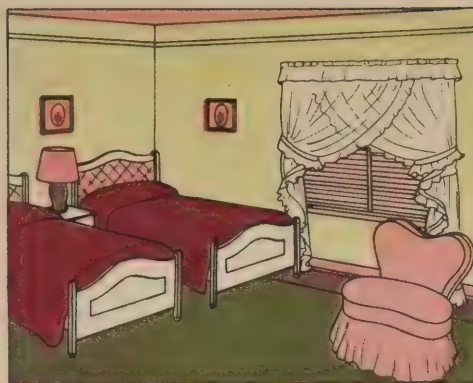


Ceiling & Walls.....Kem-Glo Maywood Green  
Woodwork.....Enameloid Fiesta Orange

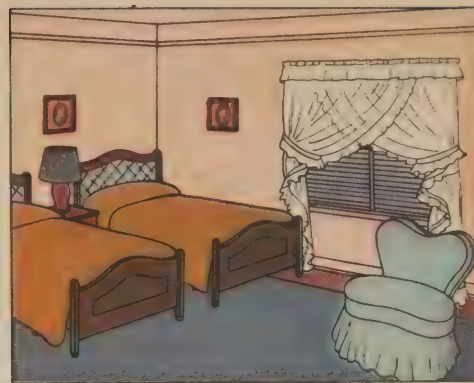




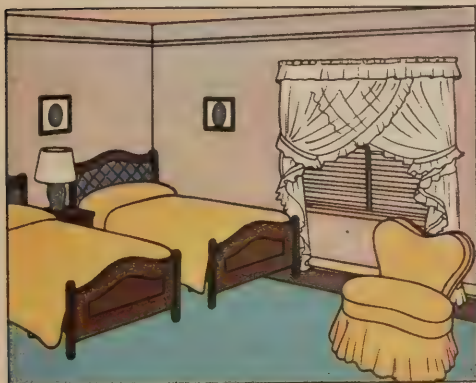
Walls.....Kem-Tone Peach Tint  
Ceiling.....Kem-Tone Avalon Blue  
Woodwork.....Enameloid Peach & White  
mixed equal parts



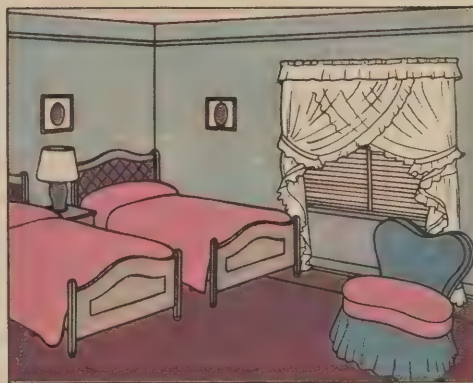
Walls.....Kem-Tone Midland Green  
Ceiling.....Kem-Tone Cameo Rose  
Woodwork.....Kem-Glo Rose Coral



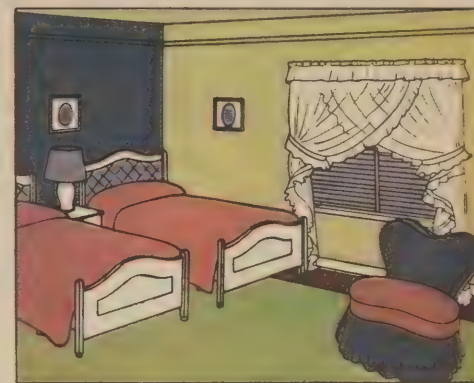
Walls & Ceiling.....Kem-Tone Belmont Ivory  
Woodwork.....Kem-Glo Mandalay Ivory



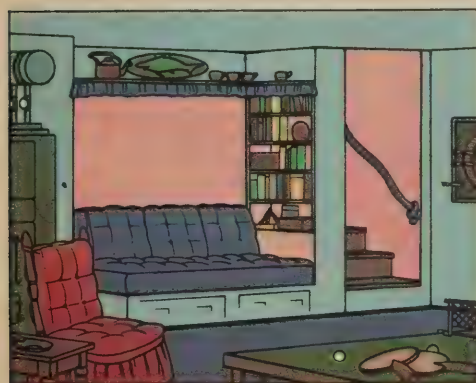
Walls.....Kem-Tone Vogue mixture #2  
Ceiling.....Kem-Tone Pale Jonquil



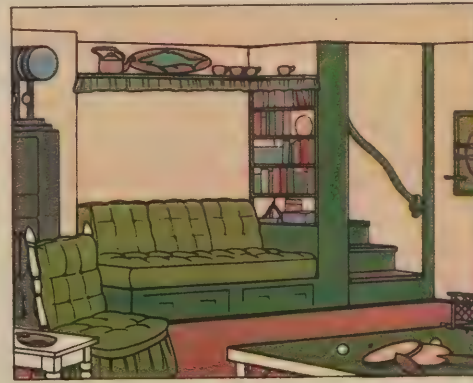
Walls.....Kem-Tone Willowick Blue  
Ceiling.....Kem-Tone Yorktown White  
Woodwork.....Kem-Glo Lakeland Blue



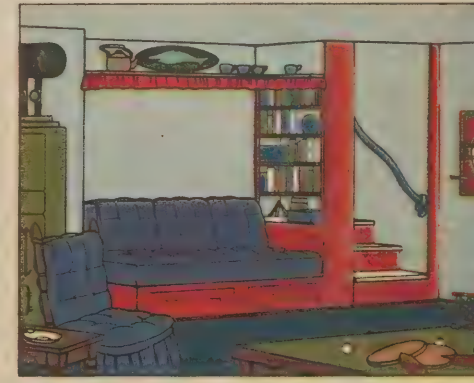
Ceiling & Walls.....Kem-Tone Vogue mixture #30  
End Wall.....Kem-Tone Vogue mixture #42  
Woodwork.....Kem-Glo Stay White



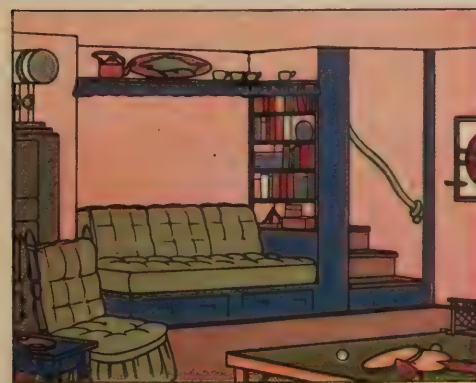
Stair & Alcove Walls.....Kem-Glo Rose Coral  
Ceiling, Walls & Woodwork.....Kem-Glo Lakeland Blue



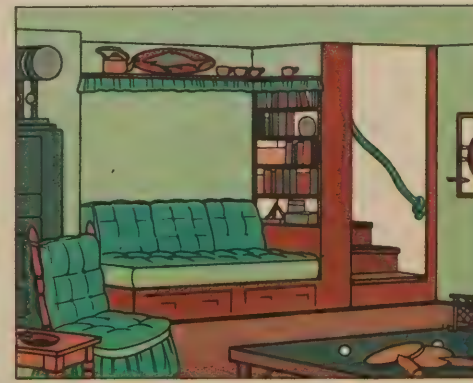
Ceiling & Walls.....Semi-Lustre Ivory  
Woodwork.....Enameloid Killarney Green



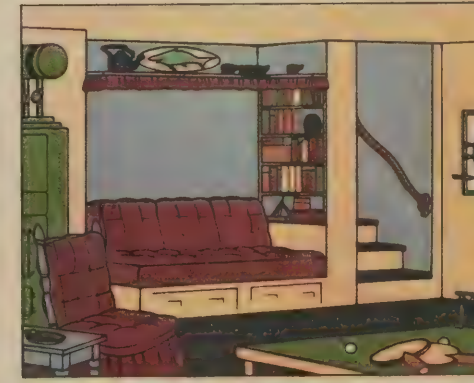
Ceiling & Walls.....Kem-Glo Lakeland Blue  
Woodwork.....Enameloid Flame Red



Ceiling & Walls.....Semi-Lustre Peach Glow  
Woodwork.....Enameloid Blue



Stair Wall.....Semi-Lustre White  
Ceiling & Walls.....Semi-Lustre Vista Green  
Woodwork.....Enameloid Maple



Ceiling & Walls & Woodwork.....Kem-Glo Georgian Cream  
Stair Wall & Alcove.....Kem-Glo Capri Blue



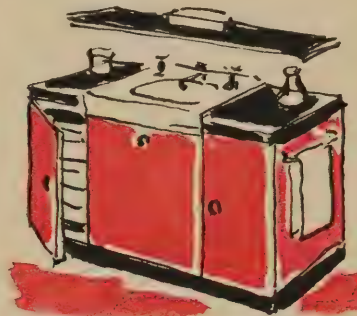
# Paint, wallpaper and pantry hints



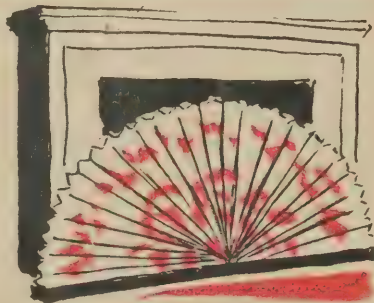
Background for circular mirror is made from old square table top or a piece of plywood. The dressing table top and mirror background decorated with S-W Enameloid.



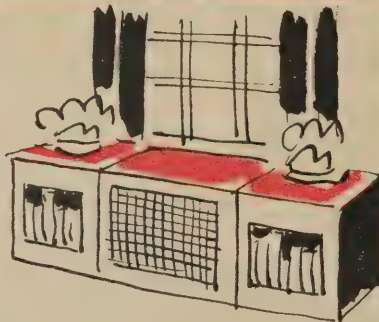
Don't throw out that old oval frame. Cut a piece of plywood to fit entire back. Fasten it well. Paint it in gay Enameloid colors to make a fine cheese tray.



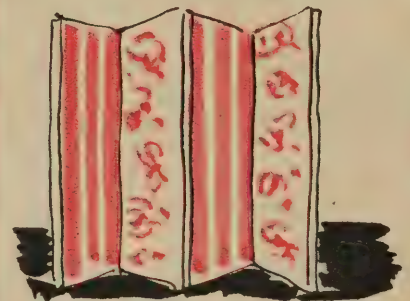
Add cabinets under bathroom basin for good looks and storage. Side cabinets for storage, center section hides pipes. Finish cabinets and walls with Kem-Glo.



Use leftover rolls of wallpaper (about three yards) to make decorative fireplace fans. Pleating is simple — just fold paper back and forth over a yardstick.



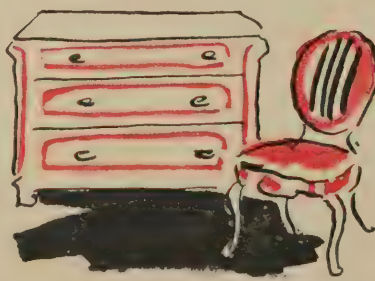
Build a wooden cover with an open front to hide radiators. Separate units of same height and depth form bookcases. Paint to blend with room decorations.



A great deal can be done with screens if they are used with ingenuity. On two panels, paint stripes of S-W Enameloid, cover the other two with wallpaper.



Make a simple shadow-box to hold precious knick-knacks. A wooden box is fitted into the back of this old-fashioned frame, then painted with Enameloid or Kem-Glo.



Dating from grandma's day, these odd pieces were rescued from attic by simple expedient of giving them a coat of S-W Enameloid in base color with bright trim.



An impressive built-in dressing table can be made by utilizing a window alcove. Separate it from rest of room by finishing with Kem-Glo or contrasting wallpaper.



charming house is not necessarily an expensive one. You can add glamour and usefulness to your home by rebuilding or repainting furniture and structural parts of the house. A bit of applied skill can do wonders, but there are a few things to keep in mind before you go all-out on a refurbishing jaunt. Figure out whether the new ideas fit into the overall scheme

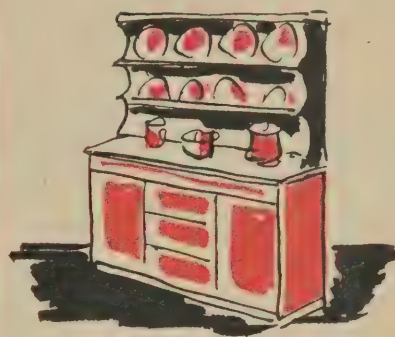
for the new accessories can *make* or *break* the harmony of your decorating plan. Look at each room as a stage setting — it must be balanced in color as well as in size and structure of furniture. Plan, then go ahead with confidence. A few quick tricks with hammer and brush will add charm and style to your home and make it a place of delight for you, your family and your friends.



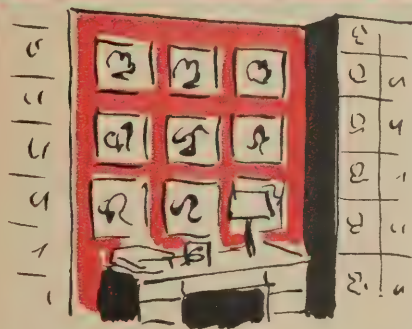
If your family eats in a breakfast nook, why not try dressing it up with panels of wallpaper in gay and amusing designs to make eating a more joyful event.



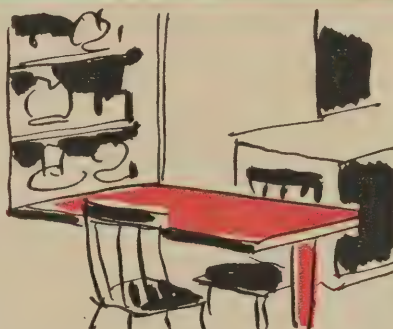
A telephone table, chair and shelf in the corner of the kitchen means an added convenience. Snap up its looks with Enameloid or Kem-Glo to contrast with room color.



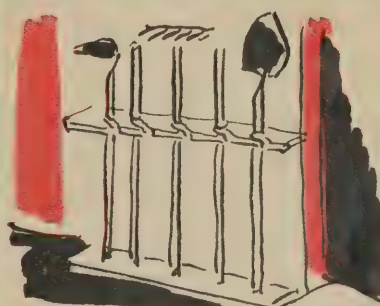
Sometimes a piece of furniture appears boring only because of its finish. A coat of Enameloid transformed this old cupboard into something beautiful and useful.



Groups of pictures hung together can be charming. Large wall space over couch or chest is a good spot to group them in a symmetrical design instead of scattering them.



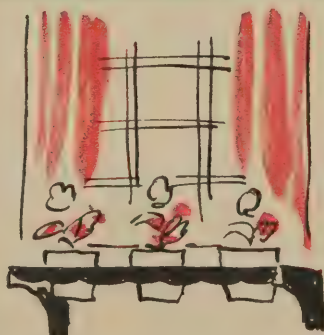
This is a space-saver, if there ever was one. A snack bar with table prop up and a decorative wall cabinet when not in use. Paint in bright Enameloid or Kem-Glo.



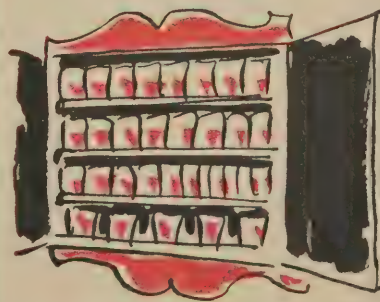
A rack for garden tools that is designed to fit snugly in one end of garage or the basement. The tool handles as well as the rack are finished in colorful Kem-Glo.



Wallboard can be used to close up an unused doorway making it into an attractive bookcase. Fit with shelves and cupboards. Decorate to harmonize with room scheme.



You can bring your favorite plant indoors if you make a flower pot rack out of wood. Fasten it securely under window. Finish with bright Enameloid to blend with room.



A colorfully decorated cupboard for spices, herbs near the stove is an added convenience as well as an opportunity to brighten up that dull kitchen corner with Kem-Glo.





*ABOVE:* Roofs, S-W Shingle Stain Silver Gray; silos, SWP House Paint Chelsea Gray; outbuildings, SWP House Paint Royal Maroon trimmed with SWP House Paint White. Residence and garage, SWP House Paint Royal Maroon and SWP House Paint White.



*ABOVE:* S-W Shingle Stain Dark Green; siding, SWP White; trim, SWP House Paint Ardmore Green; residence door, SWP House Paint Solfast Red.  
*BELOW:* Roofs, S-W Shingle Stain Indian Red; siding on outbuildings, SWP House Paint Chelsea Gray, trim, SWP Weschester Gray and SWP White; residence and garage siding, SWP House Paint Chelsea Gray and SWP White; trim, SWP Solfast Red.



*BELOW:* Roofs, S-W Shingle Stain Thatch Brown; outbuildings, SWP House Paint Berkeley Yellow; trim, SWP Woodland Brown; residence and garage siding, SWP House Paint Berkeley Yellow and SWP White; trim, SWP House Paint Woodland Brown. — Photos. courtesy *SUCCESSFUL FARMING*





# Farmstead Painting

Here's thrifty news on paint-saving plus color-styling ideas which will enable you to preserve and beautify buildings

**G**OOD PAINT is not a luxury but an absolute necessity if a farm investment is to be protected at the lowest possible cost. Using top-quality SWP House Paint and S-W Commonwealth Red, farmers have the assurance that a long-lasting paint job will prove to be the cheapest in the long run. Any farmer knows that upkeep costs must come out of what the farm earns. By protecting his farmstead buildings against rain, snow, wind and sun, with a good quality paint, he can lower his upkeep and show a better margin of profit as well as increase the value of his investment for well-painted farm buildings are a safeguard for the money invested in them.

The best quality exterior paint usually has proved to be the least expensive for farmers. Leading paint manufacturers report that technical advancements in paint-making during the war years make today's high-grade, exterior paints better than ever before. Only the finest pigments, oils and raw materials are used in making SWP House Paint and S-W Commonwealth Red, the general utility paint.

There's no exact method of determining the precise amount of paint needed for a house or barn for one surface may soak up more than another, but one gallon of SWP House Paint will cover 500 square feet, one coat, on a re-paint job. One gallon of S-W Commonwealth Red covers approximately 500 square feet, one coat. For trimming, allow about one-sixth as much paint as is required for the exterior walls and about a half-gallon of paint for window sash. However, in case of new construction, provision usually must be made for three coats (an undercoater and two top coats) rather than the two coats (undercoater and one top coat) needed for repainting. Many farmers have found that doing the entire paint job at one time is too expensive.

They have found that painting several of the buildings each year enables them to paint each structure once every three years.

Farmers have always recognized the protective quality of paint, but in recent years, the practice of painting for sheer beauty is more common. The combination of these two qualities has resulted in color-styled farms (See page 30). The color photographs show how many buildings of different shapes and sizes may be pulled together into one pleasing unit through color-styling. Hundreds of farmers are now adopting this scheme of using the same basic color throughout the farm. Many have carried the farmhouse white or gray into outside styling of the barn and service buildings. Accent colors such as gray, white, yellow or green have been used for trim to make a basic color scheme more interesting. Red, green, blue, yellow, and brown have been employed for a similar purpose to break any monotony that might result from having the farm done in all-white. Roof colors have been achieved through the use of colored roofings or shingle stains. While the general appearance of the farm comes from the buildings taken as a group, the place to begin planning an over-all paint-styling scheme is the house.

One practical method comes in for special consideration in color treatment of service buildings. That is painting a band of solid color in a dark tone around the bottom of the barn and other buildings as shown in the illustrations on page 30. It provides contrast, but the best argument for bands is that the lower sections of outside walls show signs of paint failure sooner than other places. When painted in a color different from the general surface area, these worn places can be re-painted easily without having to do all the buildings.

## PROTECT YOUR BARN

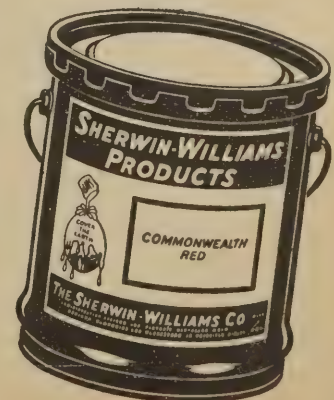


### AND SAVE MONEY, TOO! WITH PRACTICAL, THRIFTY

SHERWIN-WILLIAMS

## COMMONWEALTH RED

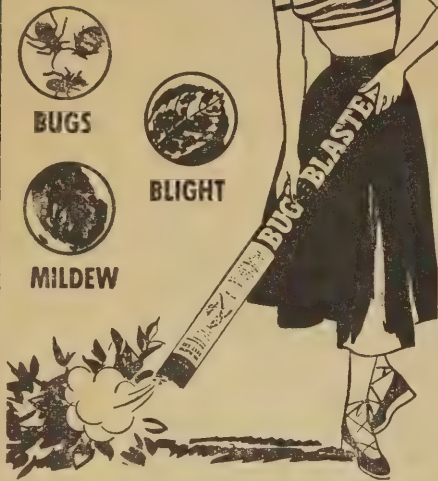
Economy . . . that's the *number 1* reason for buying S-W Commonwealth Red! Though it's usually priced far below other first quality paints, Commonwealth is a champion in durability! Once you've used this superb exterior finish . . . you save through the years . . . realizing the benefits of the long-lasting good looks and protective qualities. Wonderful for barns, out-buildings, metal roofs, brick walls, and all exterior surfaces.





# CONTROLS

ALL THREE  
MAJOR TYPES  
OF GARDEN PESTS



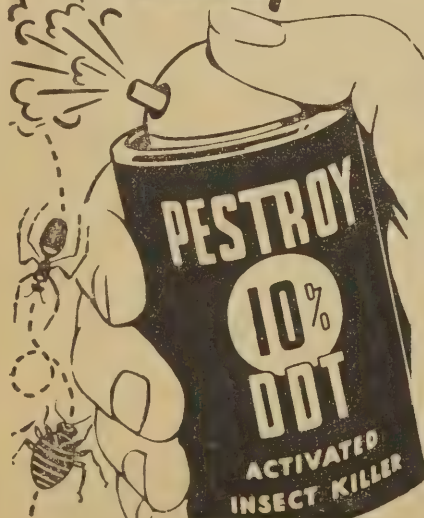
DUST AND GUN — ALL IN ONE!

THE GARDEN

## BUG BLASTER

For Beautiful Flowers and Healthy Vegetables!

## SURE DEATH TO BUGS!



Have a bug free home! Powerful Pestroy 10% DDT activated powder kills roaches, bedbugs, moths, carpet beetles, ants, fleas and most other insect pests. With the new press-cap applicator, it's easy to whisk this sensational powder into cracks and corners where the bugs hide out. Pestroy routs 'em out . . . wipes 'em out! One application lasts for months!

## The Glamour of Gardening

(Continued from page 25)

**CABBAGE:** Commonly damaged by cabbage looper and aphids. Control looper with Bug Blaster, Roto-Dust. Control aphids with nicotine sulfate.

**PEPPERS:** Damaged by the same diseases and insects as affect tomatoes. Same treatment is recommended for peppers.

**POTATOES:** Commonly damaged by early and late blight, flea beetle, leaf hopper and Colorado potato beetle. Control blight with Bug Blaster. Begin treatment at start of growth and repeat every seven to ten days. Bug Blaster also controls flea beetle, leaf hopper and Colorado potato beetle.

**BEETS:** Leaf spot and flea beetle are common enemies. Control leaf spot with Bug Blaster beginning when the plants are about four inches high. Repeat treatment every seven to ten days. Control flea beetle with Bug Blaster.

**ONIONS:** Commonly damaged by thrips. Control with Bug Blaster. Be sure to wash off DDT residue before eating.

**LETTUCE:** Control leaf hopper and flea beetle with Roto-Dust.

And now that you have learned how to get rid of the enemies in your garden, we might say that the beginner's vegetable garden is essentially little different from that of the old-timer or experienced farmer. They are both annoyed by the same pests, but the old-timer has had more experience in getting rid of them as he has had in planning for the vegetable plot. The beginner can catch up by planning his garden on paper. The chart on the right may seem a bit ambitious but it can be modified to fit any space that is available. This plan should provide a family of five with fresh produce all season as well as supplies for canning and winter storage. The new gardener usually has a conflict in his mind between the indisputable satisfaction of cooking and eating garden-fresh vegetables and the wear and tear of conquering the pests that invade most gardens. That conflict need not exist if you read carefully the foregoing paragraphs about the wonders that Bug Blaster will do, for it is a sure, easy way to get rid of garden pests.

Twelve hours a week at planting time should be sufficient for the care of this garden if you have a wheel cultivator and attachments. Seven hours a week should be enough later on. Don't plant seeds of the same variety at one time if you want an all-season supply. As suggested on the chart, make successive plantings, about ten days apart. It is possible, however, if you want to get the planting done all at one time, to plant varieties of the same vegetable which have different maturing dates.

You will note on the chart that the rows are far enough apart to be cultivated easily, but close enough for maximum production. The chart gets your garden off to a good start by suggesting early-maturing vegetables like lettuce, peas, turnip greens, spinach and beet greens to be followed by other crops in the same rows such as sweet corn, tomatoes and cabbage.

To prepare the soil properly, as suggested earlier, and to care for a garden this size, you will need aside from the wheel cultivator, a spade or spading fork, a hoe, a rake, a garden line or some way of measuring as well as keeping the rows in a straight line. And, of course, a supply of Bug Blaster to save the headaches of gardening. Four stout stakes should be used for corner markers on the vegetable plot. You will need, too, a supply of garden labels for the rows. Most people just stick the seed package in the earth or over a stake at the end of the row, but these too often blow away or become obliterated by rain. Use the regular garden labels and you won't have to carry your garden chart outdoors to find out whether row six has beans or beets. Oh, oh, almost forgot to mention the necessary stakes for tomatoes.

Planning your garden on paper as well as knowing what kind of pests you may expect will go a long way toward making yours a successful garden. The chart makes it possible for you to be sure that the family favorites in the vegetable kingdom are included as well as the succession crops that will keep your garden producing all season. It will be even more fun when you discover how much you have saved by growing your own vegetables and with so little effort when you have the Bug Blaster to help you.



# Vegetable Plot

75 x 100 Feet

Early Potatoes\* Followed by Bush Snap Beans  
 Early Potatoes\* Followed by Bush Snap Beans  
 Early Potatoes\* Followed by Carrots  
 Late Potatoes\* Followed by Lettuce and Winter Radishes

Early Sweet Corn**	Main Crop Sweet Corn**	Late Sweet Corn**
Early Sweet Corn**	Main Crop Sweet Corn**	Late Sweet Corn**
Early Sweet Corn**	Main Crop Sweet Corn**	Late Sweet Corn**
Early Sweet Corn**	Main Crop Sweet Corn**	Late Sweet Corn**
Early Sweet Corn**	Main Crop Sweet Corn**	Late Sweet Corn**
Early Sweet Corn**	Main Crop Sweet Corn**	Late Sweet Corn**

Rows  
30"  
Apart

Squash\*\* (Vines may be trained into corn patch)  
 Pole Lima Beans\*\*  
 Pole Snap Beans\*\*  
 Early Tomatoes\*\*  
 Tomatoes\*\*  
 Tomatoes\*\*  
 Tomatoes\*\*  
 Soybeans (Edible variety)\*\*  
 Soybeans (Edible variety)\*\*  
 Soybeans (Edible variety)\*\*  
 Onions\* (to mature)  
 Bush Snap Beans\*\* Followed by Cabbage  
 Bush Snap Beans\*\* (Second Planting) Followed by Kale  
 Broccoli\*\*  
 Broccoli\*\* (Late Planting)  
 Kale or Turnips  
 Beets\* (Half-Row) Kohlrabi\* (Half-Row)  
 Carrots\*  
 Early Peas\* Followed by Chinese Cabbage or Turnips  
 Early Peas\* Followed by Bush Snap Beans  
 Mid-Season Peas\* Followed by Beets  
 Mid-Season Peas\* Followed by Eggplant and Peppers  
 Spinach\* (Half-Row) Followed by Carrots or Cabbage  
 Early Cabbage\*  
 Late Cabbage\*\*  
 Scallions Followed by Beets (Half-Row)  
 Onions\* To Mature (Half-Row)  
 Parsnips\*  
 Turnips\* (Half-Row) Rutabagas\*\* (Half-Row)  
 Swiss Chard\*\* (Half-Row)  
 New Zealand Spinach\* (Half-Row)  
 Lettuce\* (Half-Row) Hill Cucumbers\*\*  
 Radishes\* (Half-Row) Parsley\* (Half-Row)

Rows  
3'  
Apart

Rows  
30"  
Apart

Rows  
2'  
Apart

Rows  
2'  
Apart

Rows  
3'  
Apart

The asterisks on the chart above identify each vegetable as to whether it is hardy or tender. The hardy vegetables are marked with one \* and the tender vegetables

with two \*\*. The hardy vegetables may be planted as soon as the ground is workable; the tender ones only after all danger of frost is over. Check your local authorities

**\$100 RIDS YOUR LAWN OF UGLY WEEDS!**

**WEED-NO-MORE**

MAGIC WEED KILLER

**ONLY \$100**

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**Only DDT of its kind!**

**BRUSH IT ON ONCE! KILLS PESTS FOR MONTHS!**

Only DDT of its kind! Goes on fast and easy with an ordinary paint brush. *Pestroy starts killing at once . . . keeps killing for months!* You'll say "Goodbye" to bugs . . . flies, mosquitoes, roaches, bedbugs, ants, fleas, gnats! Pestroy is safe! It's sure! It's long-lasting! Gives you a bug-free home from attic to cellar! **APPLY** Pestroy Liquid Coating to doorways, screens, window frames, plumbing, garbage pails, etc.

**SHERWIN-WILLIAMS HOME PRODUCTS**



**SOFT PURE SUDS**  
Safer for all  
cleaning jobs!



...doesn't chap your hands!

- Pure vegetable oil soap!
- Does 1001 jobs better!
- A little makes a lot of suds!
- It's lots thriftier!



**NEW CLEANING  
SENSATION!**  
JUST WIPE IT ON  
... WIPE IT OFF!

Makes glass, silverware and metals  
glisten and gleam in record time!

# KEEP YOUR HOME



Before applying furniture polish soak your cleaning cloth in hot water and then wring it out dry. And be sure to use Sherwin-Williams Cream Polish—the polish that cleans as it polishes, leaves no oily film, dries bone dry and banishes finger prints. Using S-W Cream Polish is the quick and easy way to keep that spanking new look on your fine furniture

Hard-finish upholstered pieces are not difficult to clean at home. After brushing or vacuuming the dust out of a chair, mix S-W Liquid Oil Soap in lukewarm water and scrub the chair with a brush. Remove suds with a rough cloth dipped in clear water to which a little powdered alum has been added. Upholstered seat cushions will retain shape and last longer if you "up-end" them every night.

Painted picture frames can be cleaned like ordinary woodwork, but gilded picture frames should be treated more gently. Use half-and-half mixture of alcohol and household ammonia, applied with a camel's hair brush. Allow dirt to soften a few minutes and then remove with another brush dipped in clear water. Shake off excess water and stand frame on edge to dry.

Woodenware, such as salad bowls, cheese boards, forks, spoons and bread boards can be preserved by rubbing well with olive oil before and after using. Surplus oil must be wiped off. If you feel it necessary to wash woodenware, be quick about it, using lukewarm water and mild soap. Soaking in water, scrubbing with steel wool and washing in strong soaps are very bad for all types of woodenware.



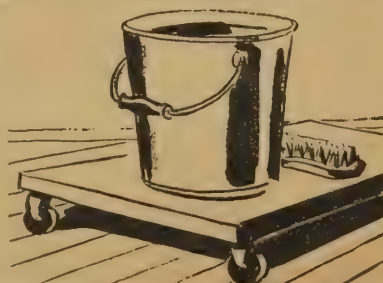
Clean parchment lamp shades by rubbing with a piece of fresh white bread, an art-gum eraser or a soft cloth dipped in milk. Silk shades can be washed by dousing in mild solution of soapsuds. Rinse well with clear water. Shake off excess water, pat with a bath towel and hang up to dry. Do not use water on lamp shades that are glued together. A shaving brush is handy for dusting pleated lamp shades.



The task of keeping windows, mirrors and picture glass gleaming can be made easier by the use of S-W Glass Polish which achieves a high sparkle quickly without the necessity of soap and water mess or undue rubbing. You simply apply a thin coat of S-W Glass Polish, let it dry, and then wipe off with a soft cloth. Easy and tidy! It also leaves a protective film to resist further dirt.

Rust stains on porcelain or enameled sinks can usually be removed by one of several methods. The first is to cover the stains with kerosene, leaving it on for about four hours. The kerosene is then washed off with very hot water and strong soap. The other method is to rub stains with a piece of raw lemon, followed by cleaning with soap and water. Remove stains immediately after they appear.

If you want to lighten your household chores, especially in the scrubbing department, make a small dolly (right). Use any sturdy, flat piece of board, cut to the desired size. Casters, which you can find in any household furnishings store, are then fastened to the bottom of the board. The dolly, carrying your cleaning equipment, can be easily rolled from room to room, as you clean.





# BRIGHT



Keep your woodwork clean and fresh-looking by adding the new S-W Liquid Oil Soap to your list of household helpers. A small amount in a pail of water gives you rich suds which whisk away the dirt fast and inexpensively. This pure vegetable oil liquid soap can solve hundreds of your household cleaning jobs—and without chapping your hands, for it contains no skin irritants.

You may lose as much as one-third of the light you are paying for if you don't keep your glass light fixtures and electric light bulbs clean. Let Sherwin-Williams Glass Polish do the trick in your home. It's the quick and easy way to keep your light fixtures and bulbs at their brightest so your family can enjoy the comfort of proper lighting whether they are working or relaxing.



Keeping the family silver, brass and copper bright and shining need no longer be a terrible chore if you keep plenty of Sherwin-Williams Glass Polish on hand. Use a dry, clean cloth to apply a thin coat of the S-W Glass Polish and allow it sufficient time to dry before you wipe it off. One application does an excellent job of cleaning on most surfaces, leaving a film that resists dirt.

Doors will not have to be painted or washed so often if they are protected at the chief points of wear. Push plates at the center of the door take the brunt of grubby hands and are easy to wash clean. Kick plates at the bottom keep the woodwork from being scratched or dented. You will find an attractive selection of these plates at the hardware store and they are easy to attach.

## AMAZINGLY WASHABLE!\*

\*MECHANICAL TESTING MACHINE PROVES that washability and durability of Semi-Lustre are exceptional . . . far beyond popular imagination.



SHERWIN-WILLIAMS

## SEMI-LUSTRE

SEMI-GLOSS FINISH FOR  
WALLS AND WOODWORK

End the nuisance of "dirt-catcher" walls! Paint with Semi-Lustre! No grime or grease can penetrate its satin-smooth surface. And it washes clean in a twinkling, with plain soap and water. What's more — you can wash Semi-Lustre over 400 times without harm to its original beauty! Perfect for kitchen, bathroom, nursery, walls, ceilings and all your woodwork.



## for your linoleum and wood floors . . . a protective carpet

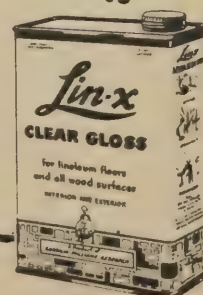
of

## LIN-X CLEAR GLOSS



Clear . . . tough and durable Lin-x Clear Gloss gives you a floor to walk on, play on without fear of spoiling its beauty. Yes, an easily-brushed-on "carpet" of Clear Gloss seals the pores . . . shuts out dirt . . . brings out the natural beauty of the linoleum or wood. You can mop or scrub it time and again. Its beauty remains . . . ever-lovely, always protective!

Fine for printed  
linoleum! Shuts  
out dirt! Protects  
against  
scratches  
or  
injury!







Take a good look around your home. Do your walls and ceilings look shabby and neglected? Glamourize them with a coat of gay, colorful Kem-Tone.

# KEM-TONE THE WONDER STORY OF PAINTING

**F**IFTY-ONE million rooms have sparked to new life through the use of Kem-Tone — the most amazing wall finish ever known — a finish that has revolutionized home decoration. Says the *Reader's Digest*: "That shabby old room — would you like it done over? You can paint it in a morning and use it by afternoon."

It is done with Kem-Tone — the miracle oil and resin wall finish. The public bought three million gallons of it in 1942, when it first appeared on the market and has been buying several times that much each year as more and more Kem-Tone goes into brightening up home interiors. Anyone who has used Kem-Tone understands why it is so popular. It can be easily applied on almost any kind of interior wall surface. You'll be amazed how quickly it transforms a room. Kem-Tone goes right

Kem-Tone and Kem-Glo are decoratively designed as perfect companion products to color coordinate the entire home — room by room.

over wallpaper, previously painted walls, wallboard or unpainted plaster. The miracle of Kem-Tone is that it makes rooms so lovely with so little effort and at such low cost.

A gallon of Kem-Tone is adequate for the average room. A quart will do the usual ceiling area. Kem-Tone doesn't show brush marks. It goes on smoothly and beautifully and it is easy to get wonderful results with it. Paint brushes can be cleaned by simply washing them with soap and water. There's no turpentine or paint thinner to buy.

Kem-Tone contains 23 carefully developed ingredients — pigments and col-

ors are scientifically combined with durable oils and resins. An early criticism was that paints that thin with water are not washable. You can wash Kem-Tone oil and resin paint with even a mild solution of ordinary wall washing compound but you can clean a Kem-Tone painted room easier and with much less muss by just wiping off the dirt with wallpaper cleaner.

Kem-Tone is packaged in paste form containing a thermo-tempered oil and an emulsifying agent which performs the miracle of making oil and water mix. Ordinary oil paint is thinned with turpentine or mineral spirits. On the wall the turpentine evaporates from the ordinary oil paint, from Kem-Tone the water evaporates. In both instances, the finish on the wall is a dried coating of pigments, oil, color and resins. Because

(Continued on page 42)



# KEM-GLO

The Miracle Lustre Finish that looks and washes like baked enamel

**K**EM-GLO, the miracle achievement of modern paint chemistry is a superb tile-like finish for walls and woodwork in kitchens, bathrooms, nurseries, playrooms, hallways and for all woodwork in every room in the house. Kem-Glo's rich lustrous finish matches both in appearance and washability a baked enamel finish. It requires no wall primer or enamel undercoater. This new product is easily applied with brush or Roller-Koater. It comes ready to use and does not require thinning with turpentine, mineral spirits, or any other thinner.

Kem-Glo is a development of the Sherwin-Williams Research Organization which also developed Kem-Tone. Kem-Glo, researched for more than five years by the company's chemists prom-



Use scrubbable Kem-Glo on the kitchen walls. ises to surpass in kitchens, bathrooms and on finest woodwork, the decorating success achieved by Kem-Tone in bedrooms, dining rooms and living rooms where a flat wall finish is usually desirable.

The rich lustre was selected for Kem-Glo to provide a maximum durability and pleasing appearance without glare. The subdued lustre finish actually looks and washes like baked enamel. Of special interest to home decorators is the line of colors which were found after years of experience to be the colors most demanded for kitchens, bathrooms and woodwork. These colors, it should be noted, No harm from stains.



It's easy to remove marks from Kem-Glo walls. may be used to match or contrast with Kem-Tone colors. There are nine colors plus white, which has such unusual non-yellowing properties that it has been named Stay-White.

In the development of Kem-Glo, Sherwin-Williams placed great emphasis on ease of application, and for the first time a finish has been developed that requires no wall primer for walls or enamel undercoater for woodwork. In cases where two coats may be required over new wood or new plaster, Kem-Glo may be used in package consistency for both coats. Since it dries rapidly, the second coat, when necessary, may be applied within four to five hours. Therefore, with quick drying



Resists scuffs.



Make your bathroom beautiful with Kem-Glo.

and lack of need for primer coats, a room may be completed in one day instead of the usual two or three days required for ordinary enamel finishes. No harm from grease.



Kem-Glo is designed for the walls and woodwork of kitchens and bathrooms and for the woodwork in every room of the home. Kem-Glo, also, gives excellent results on any wood or metal surface, indoors or outdoors, where resistance to extensive scrubbing, wear and stains is required. It is ideal for kitchen and breakfast room furniture, play room furniture, porch and lawn furniture.

Before you apply Kem-Glo to any surface, be sure to remove all dirt and



Kem-Glo gives a durable and lustrous finish.

loose paint. To insure the proper drying of Kem-Glo, grease or wax must be thoroughly washed off with a good household paint cleaner. High-gloss surfaces should be dulled by washing and sanding. Rough woodwork surfaces should also be sanded. Fill in all nailholes and cracks with Plastic Patch.

A gallon of Kem-Glo will cover the average kitchen walls, woodwork and cabinets. One to two quarts are required to do the woodwork in the average living room or the walls and woodwork in the average bathroom. One quart will do the woodwork in the aver-



No harm from marks.

(Continued on page 38)



# KEM-GLO

(Continued from page 37)

## ASK YOUR DEALER FOR THESE SHERWIN-WILLIAMS QUALITY PRODUCTS!

### S-W FLAT-TONE

Ultra-rich decorator wall finish!

### S-W SHINGLE STAIN

Penetrates and preserves the wood!

### S-W BRICK & STUCCO PAINT

Beautifies and protects porous surfaces!

### S-W PREPARITE

Liquid Sandpaper prepares surfaces!

### S-W TAXITE

Paint and Varnish Remover!

### R&B UTILITY PAINT

Protective finish for roofs, fences, etc.

### S-W SCREEN ENAMEL

Preserves both screen and frame!

### S-W FLAT-RITE UNDERCOATER

For the finest interior finishes!

### S-W WALL PRIMER AND SEALER

Provides a uniform surface for interior painting!

### S-W TRACTOR AND IMPLEMENT ENAMEL

Resists hard wear and weather!

### S-W HANDCRAFT BRUSHES

Fine imported bristles!

age bedroom.

Kem-Glo should be stirred thoroughly, from the bottom of the can, with an upward motion, before the brush is dipped

**SO EASY TO USE!**



Kem-Glo glides on like magic — flows easily.

into it. Apply Kem-Glo in generous brushfuls, spreading it evenly but not too thin. Always brush from the unpainted into the freshly painted area. Use a good brush — for walls and ceilings a four-inch brush is recommended; for woodwork a Kem-Glo trim brush.

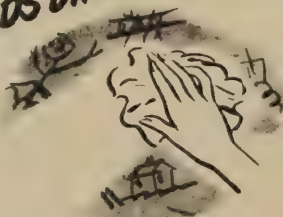
**DRIES IN 3 TO 4 HOURS!**



No long, overnight waiting for Kem-Glo to dry.

Dark-colored surfaces may require two coats of Kem-Glo. The second coat may be applied after the first coat has dried for four or five hours. During the painting, if Kem-Glo becomes slightly heavy for easy brushing, it may be thinned with one or two tablespoons of paint thinner or S-W Exolvent, stirred in thoroughly.

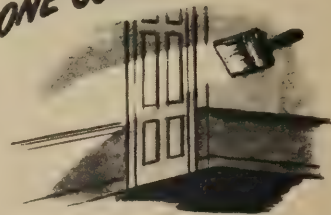
**SHEDS DIRT LIKE MAGIC!**



Dirt and grease wash off Kem-Glo with ease.

Ceilings should be painted first. Apply Kem-Glo to a strip two or three feet wide, the width of the ceiling. After each few feet brush lightly crosswise over the freshly painted area to obtain the smoothest finish.

**ONE COAT COVERS!**



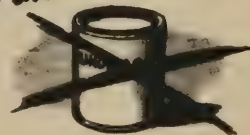
One coat of Kem-Glo covers most painted walls.

Woodwork should be painted and allowed to dry before the walls are finished with Kem-Glo. You will get the smoothest finish possible if you apply Kem-Glo to several feet of woodwork after which you should brush the painted area lightly following the grain of the wood. Kem-Glo should be applied to walls in a strip two or three feet wide, working from ceiling to baseboard. After each few feet level off the finish by brushing lightly upward into the area previously painted, so the finish will be smooth.

On unpainted plaster, apply two coats of Kem-Glo. No wall primer is needed. Two coats of Kem-Glo are needed on unpainted wood, but you do not need an enamel undercoater. Sand lightly between coats of Kem-Glo.

Kem-Glo colors can be intermixed or tinted with Fluid Tinting Colors to produce a large variety of additional pastel tints. Kem-Glo will hold its appearance

**NO PRIMER!  
NO UNDERCOATER!**

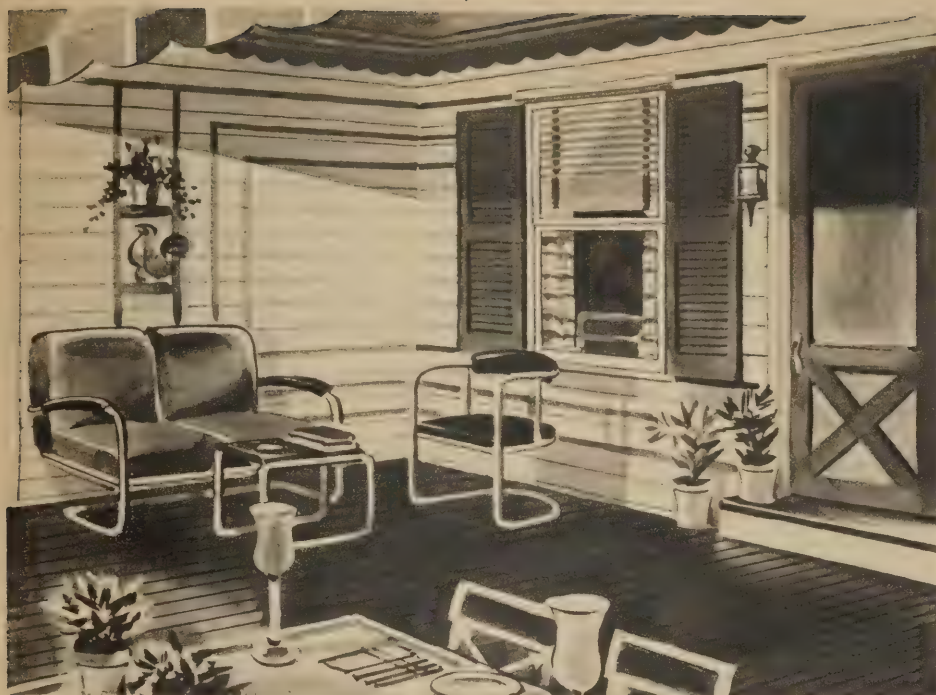


Kem-Glo requires no primer for new plaster.

in lustre as well as color. It is tough and flexible so that it will stand normal use without cracking or chipping off.

Dirt, grime and grease do not penetrate Kem-Glo's plastic-smooth surface. Yes, even ink, fruit juices, beverages, crayon marks and finger prints are all easily removed from a Kem-Glo surface with plain soap and water. Even boiling hot water will not mar Kem-Glo's lustrous loveliness.





Make your outdoor living room a sparkling note of color as well as a place for relaxation. Use SWP House Paint and S-W Trim Colors on walls with S-W Porch & Floor Enamel on the floors.

## PROTECT YOUR PORCH

**Y**OUR porch frames the entrance to your home. Don't let it become dull and old-looking when it is so easy and inexpensive to make it glow with fresh paint so it will radiate a warm invitation to enter . . . truly the welcoming hand of your home.

A coat of S-W Porch & Floor Enamel applied once a year is an easy way to save yourself a great deal of

Columns, spindles and railings need careful, regular painting to protect them from moisture that comes from exposure to the elements.



work and expense. Porch floors and steps, because they are the traffic center of the home, need a finish that dries to a hard, smooth, water repellent film. S-W Porch & Floor Enamel does just that and resists attacks of



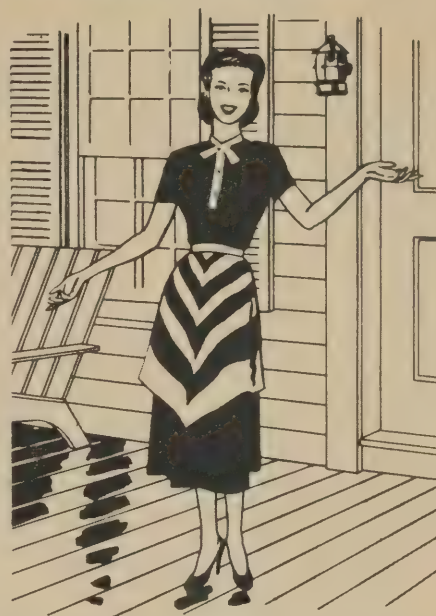
Porch ceilings need a weathertight finish. S-W Rexpar Varnish does the trick and it dries dust-free in a few hours. Or use SWP House Paint.



S-W Porch & Floor Enamel gives rugged protection and adds beauty to your porch floors.

weather, sun, scuffing feet and scratching furniture. Before repainting wood or concrete floors, scrape off loose or scaly paint, sandpaper rough spots and prime those spots with Porch & Floor Enamel thinned with turpentine or Exolvent. After spot-priming, wash porch floor clean and dry thoroughly. One coat of S-W Porch & Floor Enamel will be sufficient in most cases. Porch ceilings painted with SWP House Paint in white or a light tint reflect light into inside rooms. Many people, however, prefer a varnished finish for porch ceilings, in which case you can do no better than to use S-W Rexpar Varnish.

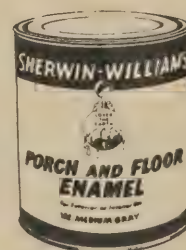
## MAKE YOUR PORCH SHOUT "HELLO!"



WITH EVER NEW-LOOKING  
SHERWIN-WILLIAMS

## PORCH & FLOOR ENAMEL

Always ready for guests . . . an eager host! Cheerful, colorful Porch & Floor Enamel keeps smiling through seasons of hard wear. It gives you smart-looking, lastingly attractive floors everyone admires, everyone wants! *One coat does the job!* It stands up under heaviest wear! Washes Easily!



**SHERWIN-  
WILLIAMS  
PAINTS**





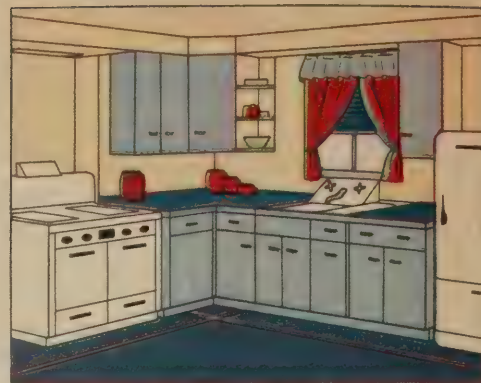
# KITCHENS



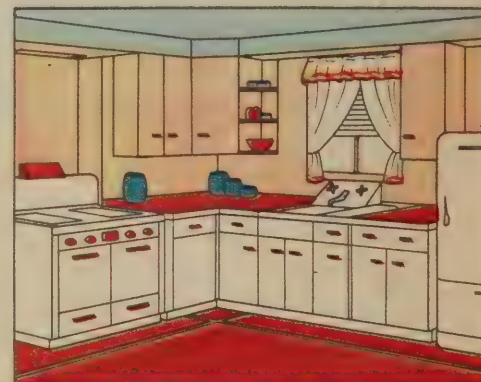
Kitchens, even if they are small and compact, have plenty of room for colorful paint. This kitchen has a scrubbable Kem-Glo finish with plenty of glowing color in it.

**Y**OUR kitchen should spark the daily routine with a hint of glamour. The easiest way to get it is to deck the place out in spanking fresh color. Any one of the color-styled kitchens shown at the right will set you off in the right direction, for they have been planned by experts. The modern kitchen revels in color and more color which Sherwin-Williams paints can provide in wide variety. When you choose your colors, be they bold or subdued, consider the effect as a complete unit. And do choose finishes like Kem-Glo, Semi-Lustre and Enameloid so that your walls, woodwork and cabinets can be easily cleaned.

*The easy-to-follow color schemes on the right show a basic kitchen and bathroom, both of which have been color-schemed in eight different ways. The furniture fabrics, floor coverings and draperies are shown in plain solid color simply to indicate the predominating or general color effect. They can, of course, be figured and multi-color.*



Ceiling & Walls.....Semi-Lustre Ivory  
Woodwork & Cabinets  
Enameloid Pastel Blue



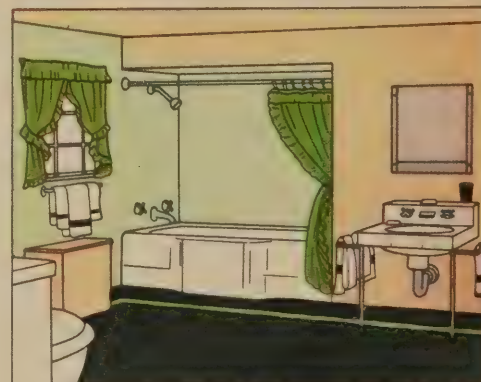
Ceiling ..... Kem-Glo Lakeland Blue  
Walls ..... Kem-Glo Sunbury Yellow  
Cabinets ..... Kem-Glo Stay White

# BATHROOMS

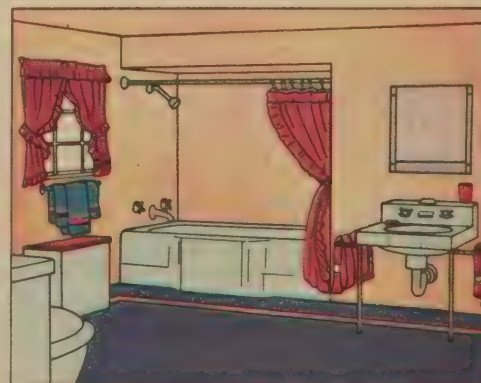


The alcove wall in this bathroom is striped to contrast with the linoleum floor. The other walls and ceiling are finished in a lighter tone of easy-to-keep clean Kem-Glo.

**D**OES a happy color greet your eye when you step into your bathroom? Color can revive any room as you can see by looking at the eight different ways one bathroom has been color-styled. Fresh painted, washable walls will sing a song of color in your bathroom if you let these color combinations work for you. Definite contrasts of color will make your bathroom sparkle be they lovely pale tints, bright light colors or deep tones. Here are invigorating color schemes which can be used as easily in the old-fashioned bathroom as the most modern. You can add more color luxury in the window coverings, shower curtains, towels and rugs, as well as the floor covering for this combination barber shop, beauty parlor and first aid station really can take color, especially if it is a washable color.

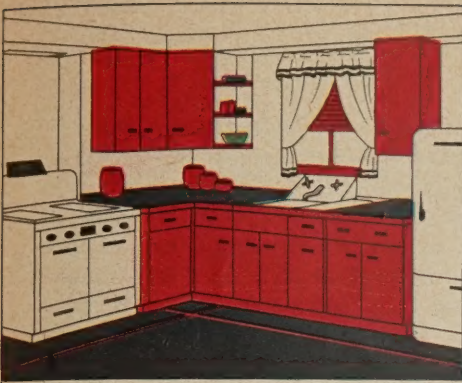


Ceiling & Walls.....Kem-Glo Sunbury Yellow  
Alcove Wall & Ceiling  
Kem-Glo Maywood Green  
Woodwork.....Kem-Glo White

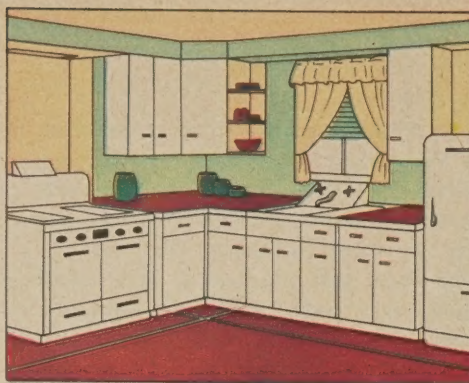


Ceiling & Walls.....Semi-Lustre Colony Buff  
Woodwork.....Enameloid White

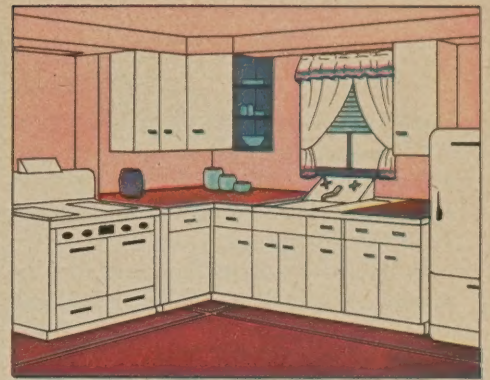




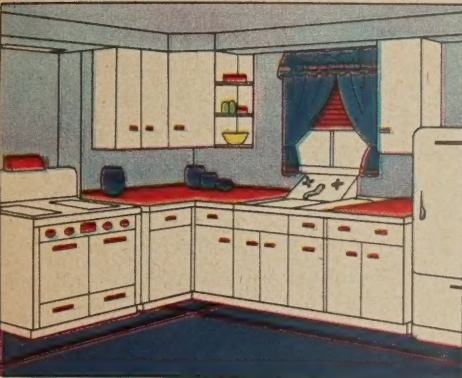
Ceiling & Walls.....Semi-Lustre White  
Woodwork & Cabinets  
Enameloid Flame Red



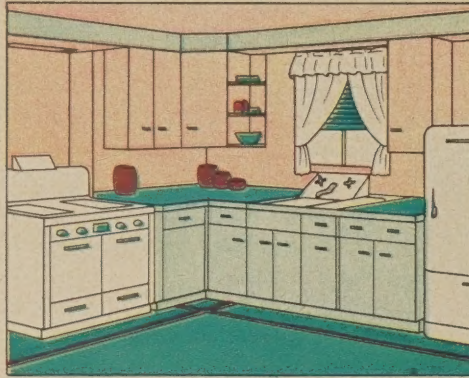
Ceiling & Wall Alcove  
Semi-Lustre April Yellow  
Walls .....Semi-Lustre Vista Green  
Woodwork & Cabinets .....Enameloid White



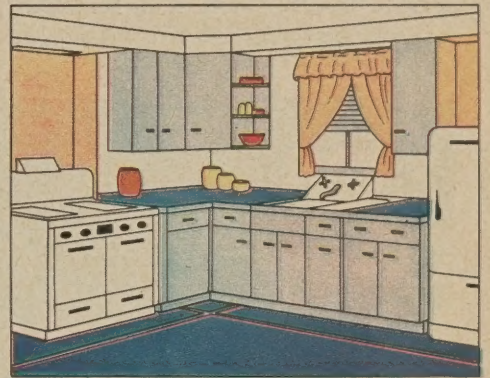
Ceiling & Walls.....Semi-Lustre Peach Glow  
Cabinets.....Enameloid White  
Corner Cabinets.....Enameloid Blue



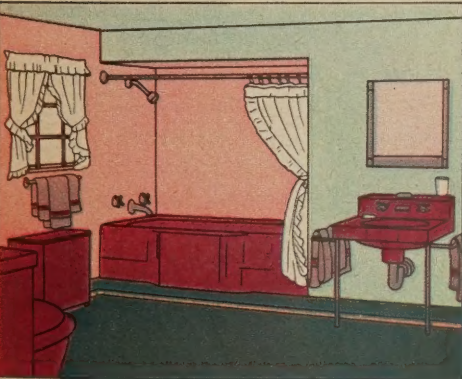
Ceiling & Walls .....Kem-Glo Capri Blue  
Woodwork & Cabinets  
Kem-Glo Stay White



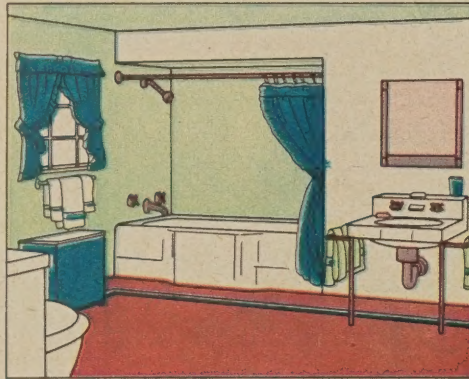
Ceiling, Walls & Upper Cabinets  
Kem-Glo Georgian Cream  
Lower Cabinets & Trim  
Kem-Glo Seacrest Green



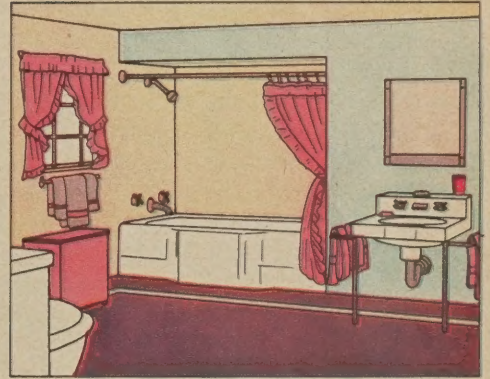
Ceiling & Walls.....Kem-Glo Stay White  
Alcove.....Kem-Glo Sunbury Yellow  
Woodwork & Cabinets  
Kem-Glo Lakeland Blue



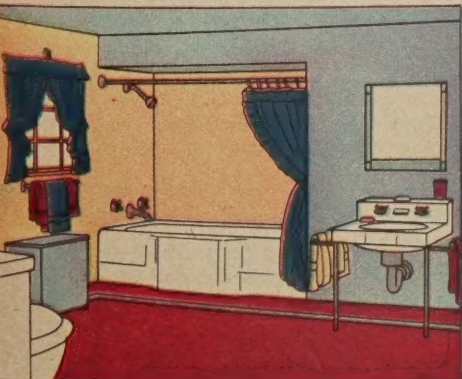
Ceiling & Walls.....Kem-Glo Seacrest Green  
Alcove Wall & Ceiling.....Kem-Glo Rose Coral  
Woodwork .....Kem-Glo White



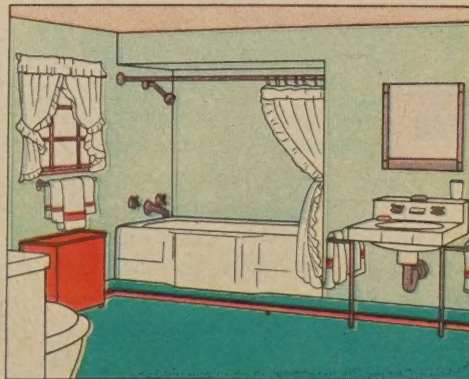
Ceiling & Walls.....Semi-Lustre Pastel Green  
Contrasting Wall & Woodwork  
Semi-Lustre White



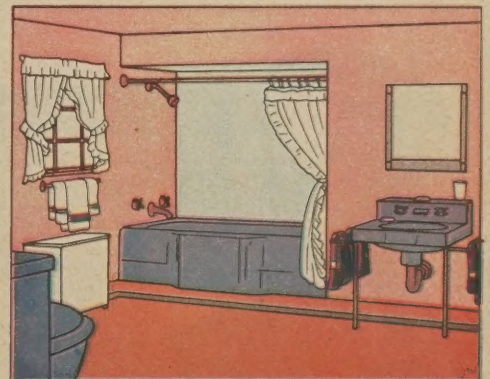
Ceiling & Walls.....Semi-Lustre Ivory  
Contrasting Wall.....Semi-Lustre Vogue Blue  
Woodwork.....Enameloid White



Ceiling & Walls.....Kem-Glo Capri Blue  
Alcove Wall.....Kem-Glo Sunbury Yellow  
Woodwork .....Kem-Glo White



Ceiling.....Kem-Glo Mandalay Ivory  
Walls.....Kem-Glo Arbor Green  
Woodwork.....Kem-Glo White



Ceiling & Walls.....Semi-Lustre Peach Glow  
Alcove Walls and Ceiling  
Semi-Lustre Vogue Blue  
Woodwork.....Enameloid White



# The Wonder Story of Painting

(Continued from page 36)

Kem-Tone is made in paste form, it is much more economical. Through the addition of a half-gallon of water you actually get a gallon and a half of Kem-Tone ready to use on your wall.

In preparing Kem-Tone for use, be careful not to add more than a half-gallon of water to the gallon of paint. Some people prefer to use Kem-Tone in a slightly heavier consistency when it is to be applied with a Roller-Koater, a painting tool specially designed for applying Kem-Tone. In fact, it is unbelievably easy to apply Kem-Tone with the new Super-Cushioned Roller-Koater.



Use Kem-Tone Roller-Koater for better looking finish.

There are detailed instructions printed on the wrapper of the Roller-Koater.

If a brush is used for applying Kem-Tone, a four-inch one is recommended. Apply Kem-Tone in generous brushfuls. Keep the brushing to a minimum and level off lightly with the tip of the bristles. Ventilation will hasten and aid proper drying. In an hour or two, your draperies and furniture can be put back in place.

When you take time out for lunch, simply immerse the brush in the Kem-Tone you are using or wash it out with soap and water.



Final charm is added by pre-pasted Kem-Tone trims.

In most cases little or no preparation of the surface is necessary for the application of Kem-Tone. You can paint right over wallpaper, applying only one coat in most instances. One coat of Kem-Tone will produce a very good finish over most wallboards, but the thick spongy types will require two coats for a well-covered job. Over walls previously painted with ordinary flat wall paint you simply apply Kem-Tone in the same consistency as for wallpaper. For walls painted with a semi-gloss or glossy paint, it is advisable to mix the Kem-Tone a little heavier — using three pints of water to the gallon.

Be sure any greasy dirt is washed off old painted walls. In the case of high gloss, it is advisable to cut the gloss by washing with a strong cleaning solution.

A touch of decorative interest may be added to a room with Kem-Tone Trims, the paper borders styled and colored in perfect harmony with Kem-Tone colors. They are pre-pasted and simply require dipping in water before smoothing on the wall. These

Kem-Tone Trims are washable, too!

After you have redecorated a room with Kem-Tone and Kem-Tone Vogue Deep Colors, you will be delighted with the beautiful subtle effects produced by the color tone and soft matte finish of these amazing miracle paints. Scores of lovely new colors are now available by intermixing Kem-Tone and Kem-Tone Vogue Deep Colors or by using the latter as they come in the package. Vogue Deep Colors should be applied with the new Super-Cushioned Roller-Koater using two coats. Kem-Tone Vogue Deep Colors are made in shades of red, burgundy, green, yellow, brown, blue, sienna and umber.

Once you have used Kem-Tone it is always easy to redecorate. You can apply another coat of Kem-Tone or if desired you can apply ordinary paint over Kem-Tone painted walls. You can, also, easily remove wallpaper painted with Kem-Tone.

Kem-Tone is truly the Miracle Wall Finish! And Kem-Tone colors are simply out of this world!

# The Story of a House

(Continued from page 4)

full strength or for tinting of any of the present Kem-Tone colors and Kem-Tone White.

The new shades permit the housewife to try inexpensively and easily many decorating tricks usually accomplished only by highly skilled technicians. It is possible to create illusions with ceilings — give them dramatic height by painting them a shade lighter than the walls or to lower them for coziness by painting with a deeper color. And by using contrasting colors, one can make an alcove look like an extra room or make small areas seem larger.

Kem-Glo was chosen for the kitchen, bathroom and utility room of this home because a rich, lustrous, easy-to-keep clean finish was desired. Another reason for using Kem-Glo is its resistance to dirt and stains and the fact that it does not allow grime and grease to penetrate. Kem-Glo washes as easily as baked enamel.

There are thousands of possibilities for color combinations with Kem-Glo, Kem-Tone and Kem-Tone Vogue Deep Colors. Color can set any mood for it is a well-known fact that through centuries, mankind has developed definite reactions to various colors. The trick is to decide on one predominant color as a foundation on which to build. Then highlight it by using either a color that contrasts or a color that blends — or both. Follow the examples shown in this home or choose your own, but let color play a symphony throughout the house — varied, yet flowing together.

Many furniture items in the kitchen, bathroom and utility room were beautifully colored with S-W Enameloid.

The *Better Homes & Gardens* editors who worked on this Five-Star home were assisted in finish and color choices by R. H. Hookway, Director of Decorative Studios, The Sherwin-Williams Company.

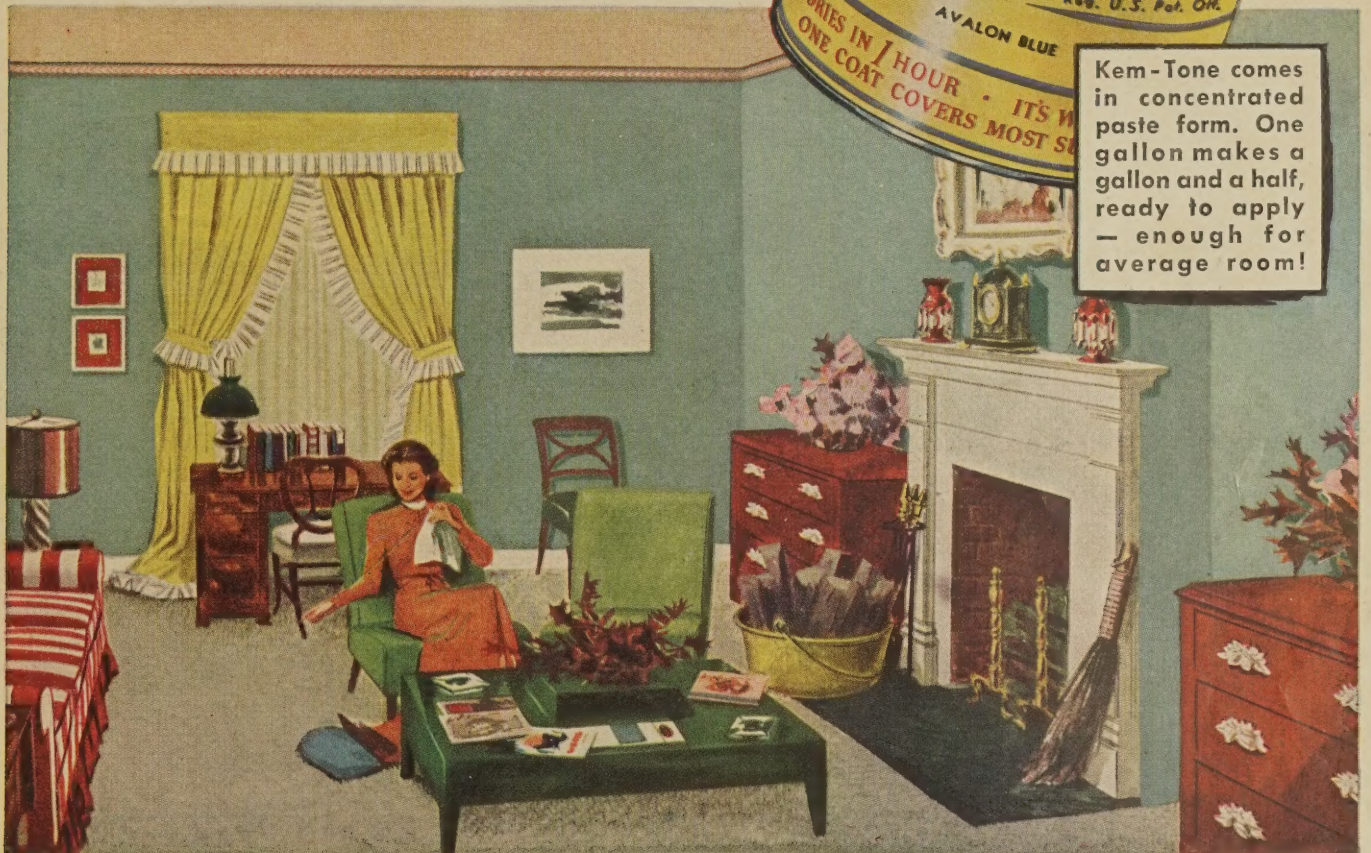
EDITOR'S NOTE: "The Story of a House" is a motion picture on home planning — from ground breaking to house warming, which is now being shown in department stores and similar locations throughout the nation. Produced by Sarra, Inc., this film was prepared in cooperation with the editors of "Better Homes and Gardens." All photos by Sarra, Inc.



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none lovelier. *Amazing ease of use!* It's hard to believe you're painting. *Marvelous convenience!* Kem-Tone dries in just one hour. *Down-to-earth economy!* One gallon does average room. Try Kem-Tone today!

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